

TOURNAMENT of ROSES

PASADENA
CALIFORNIA

THE STAR-NEWS
THE POST

Romance
in
Flowers

Jan. 1st

1937





Thriftimart

Comes to Pasadena

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Pasadena's Thriftimart will feature the same delicious beef, freshly dressed poultry, fresh fish and fine meats which have built for Young's an enviable reputation for quality. You will also find Thriftimart's marvelously good Mayonnaise, made fresh daily . . . many exclusive brands of quality foods not obtainable elsewhere . . . fresh fruits and crisp vegetables in inspiring variety.

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BOOHER-TANNER FLOAT. Mr. C. C. Tanner planned the lovely David N. Booher float in the 1937 Tournament of Roses in memory of his late associate, a director of the Tournament. Mr. Tanner's own name was added when he died just before New Year's. A large rose, fashioned of stock, has a background of pale yellow roses, sweet peas and paper-white narcissus, with sunburst and drapes of strung sweet peas. Six white horses from the famous Camarillo stables form an equestrian escort. Marshall Booher, son of David N. Booher, rides a white horse as a member of the mounted escort.



48th. Annual TOURNAMENT OF ROSES

THE QUEEN and Princesses of the 1937 Tournament of Roses. Left to right: Princesses Alberta Anderson, Laura Broadbent and Phyllis Caspary; Queen Nancy Bumpus; Princesses Evelyn Calvert, Beverly Miller and Celeste Callahan. Seated, Page Vyonne Livingston, Crown Bearer Stefani Horbaczek and Page Maxine Tulloss. Twenty-four Fanchonettes also served Queen Nancy as ladies-in-waiting during the Tournament of Roses Ball.

Rose Tournament's Theme Romance in Flowers

By RUTH BILLHEIMER

LOCAL weather prophets were vindicated again when the first day of the year 1937 dawned crystal clear in Pasadena as if in deference to her annual New Year's Day Tournament of Roses. The parade was held for the 48th consecutive year, and was followed as usual by the East-West football game in the famed Rose Bowl, played this year by Washington and Pittsburgh.

If local residents had misgivings on Dec. 31, when the sun set ominously upon the old year, doubts fled in the morning when the Sierra Madre range, newly snow-tipped, was etched against a cloudless sky and stood guard, as it were, over the city's biggest holiday.

Queen Nancy (Miss Nancy Bumpus of Pasadena Junior College) reigned over the Tournament's "Romance in Flowers" from her floral throne on the official Tournament of Roses float which boasted hundreds of rose buds. She bowed graciously to the plaudits of the immense crowd which numbered more than a million along the four-mile parade route.

The Tournament of Roses Band from Pasadena Junior College, with all the verve of youth marched along to their own accompaniment of "flower" songs, including a new musical greeting, "Pasadena New Year's Day." They were followed by the Grand Marshal, Eugene Biscailuz, sheriff of Los Angeles County, who rode a splendid Palomino mount, and by the Tournament president, Cyril Bennett.

Long before daylight, scores of cars had found parking spots and the occupants huddled in robes awaiting the fanfare blown by four handsomely regaled trumpeters who heralded the approach of 55 flower-laden floats, 18 gaily uniformed bands, and more than 200 riders on stock horses, most of which are the sleek descendants of early California steeds. More than 2000 persons participated in the five division parade.

The procession started promptly on its course which led through some of Pasadena's choicest residential sections and along the main business thoroughfare. Dispersion took place at Tournament Park opposite the world-renowned California Institute of Technology where the 200-inch telescope is being ground. It also had passed in plain view of the equally celebrated towers of Mt. Wilson Observatory, home of the 100-inch mirror.

White flannel suits were prominent along the parade route as worn by Pasadenans who rallied to the appeal of the Junior Chamber of Commerce so to designate themselves.

Praise was heaped upon Tournament and police officials for the peerless handling of an unusually well-ordered crowd. Efficient, yet unostentatious, the patrol of approximately 900 Pasadena and Los Angeles police kept the line of march clear and the parade was not delayed at any point during the hour and a quarter required for it to pass in review.

Newsreel men whose pictures will go around the world and radio announcers whose voices were being heard at many a hearthside in snowbound cities, clustered about the Memorial Flagpole opposite the distinguished guest stands at the intersection of famous Orange Grove Avenue and Pasadena's main thoroughfare, Colorado Street.

Cameras clicked in the reviewing stands also to catch such celebrities as Harry Colmery, national commander of

the American Legion and his vice-commander, Salvatore Capodice; Walter Homan, president of the United States Chamber of Commerce; and naval officers including Vice-Admirals C. S. Kempff, W. T. Tarrant, their wives and daughters.

Although heavy rains a few days before the Rose Tournament made flowers scarce and prices double, literally millions of blooms retold the romances of history and fiction—Cinderella and the Prince, Aladdin and the Princess, Venus and Adonis, Pierrot and Pierrette, Sleeping Beauty, Evangeline, Madame Butterfly, Dante and Beatrice. Even "Lillums" and "Harold Teen" of the comics were there.

Beautiful girls, in satin or gossamer gowns sat throned in flowers and the sunny faces of little children peeped from the hearts of giant roses encrusted with small flower-heads. Cheers of delight from young and old alike went up at the sight of a fat pumpkin coach made of tawny Talisman roses, drawn by six long-tailed white mice made of button chrysanthemums. A white rat with a tall blue hat of delphinium cracked a floral whip and inside the coach sat a chubby

young Cinderella on her way to the ball.

Santa Barbara won sweepstakes for the second time in history with Omar Khayyam as the motif. Grand prize went to Standard Oil whose feathery white peacocks were

(Continued on Page 7)

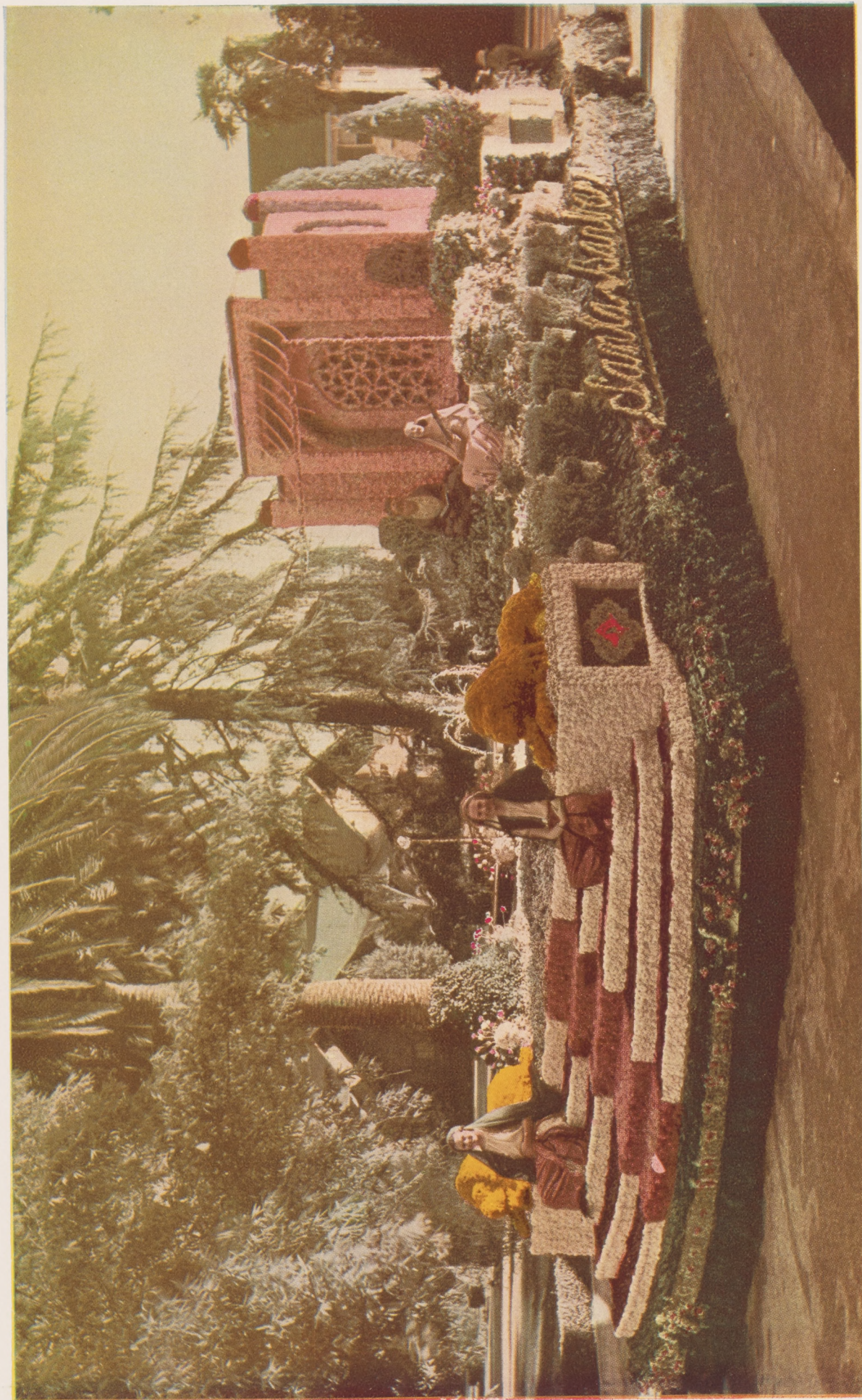
GREETINGS from the Tournament of Roses Association of Pasadena, California! May you who read this record of our 48th annual Tournament of Roses enjoy a year of great happiness and prosperity.

Cyril Bennett

President Pasadena Tournament of Roses Association.



GRAND MARSHAL Eugene Biscailuz, popular sheriff of Los Angeles County, headed the Tournament of Roses parade. His prancing Palomino horse had a \$3,000 silver mounted saddle and was bedecked with roses.



SANTA BARBARA, "Omar Khayyam," is a Persian garden with Omar and his unknown lady, "Thou," seated on white chrysanthemum steps under a canopy of pink sweet peas shading them from the desert sun. The palace entrance in the rear is made of chrysanthemums. Peacocks in panels, lions of bronze chrysanthemums on pedestals of white, tile and yellow flowers, a carpet of pink and white chrysanthemums make the setting magnificent for the typically

Oriental scene. The verse, "A book of verses underneath a bough, a jug of wine, a loaf of bread, and Thou beside me singing in the wilderness," is depicted by the jug of wine of cerise sweet peas, a loaf of bread made of bronze chrysanthemums, and a book made of white and yellow chrysanthemums. The lavish entry won the Sweepstakes Prize, highest award made annually for the "most beautiful float."



LONG BEACH, "The June Bride" is seated on a mound of white pompons with a base of Talisman and pink roses. Her bouquet is of orchids and lilies of the valley. A pale yellow pompon wedding ring arches over her and wedding bells hang from the rear of the float. The whole float, with its pastel hues, is reminiscent of summertime. Peacocks of narcissus and lilies of the valley ride majestically at the sides of the float. The maid of honor is attired in a

chartreuse gown. Two other attendants are in orchid and two are in blue. The heralds wear white and gold. A six-foot basket of flowers at the front of the float carries a petite flower girl surrounded by Johanna Hill roses. The float won the Theme Prize for best symbolizing the idea of romance with its wedding motif—climax of romance. It was one of the most elaborate floats in the parade.



PASADENA TOURNAMENT OF ROSES ENTRY, "The Romance of The Rose," presents Queen Nancy, seated on a throne of white chrysanthemums, sweet peas, narcissus and Hollywood rose buds. Two large rose buds of thousands of individual blossoms, form the sides of the throne beneath which sit ladies in waiting on chrysanthemum steps. A large rose at the front of the float rests on a field of 2000 Talisman buds. Stevia and bronze chrysanthemums blanket the sides.

Romance in Flowers Theme of Rose Tournament

(Continued From Third Page)

decked with orchids. Theme prize went to Long Beach whose float showed "The June Bride" in the circle of a floral wedding ring, preceded by a retinue of bridesmaids.

Because of the variety of colors available, small chrysanthemums and sweet peas were used more profusely than any other flowers. Rust colored "mums" made admirable brick chimneys; buff ones terra cotta mission walls; yellow ones made golden urns, floral lions; white ones made anything from peacocks and ponies to marble stairs or pillared arches. Delphinium in different shades of blue, cornflowers and violets were employed on various floats as water. Lilies of the valley, and sweet peas strung on wire represented fountain spray, delicately plumed peacock tails, fragile-winged butterflies, fringed Japanese lanterns or drooping willows. Orchids were poised on fountains.

Adding a note of pathos was the float entered in memory of David N. Booher, former parade chairman of the Tournament, who with his wife, died tragically in an automobile accident a few months earlier. Their son, Marshall, was one of five who rode white Camarillo horses as an escort of honor. The float also honored C. C. Tanner, his late chief, who died just a few days ago.

As the crowd broke after the parade, cars jammed every artery to the Rose Bowl in Arroyo Seco and the 48th annual Tournament became history.

Santa Barbara's Best

SANTA BARBARA won the coveted Sweepstakes Prize of the 1937 Tournament of Roses.

The important Theme Prize went to Long Beach, while the Grand Prize for entries in the hotel and commercial classes was won by the Standard Oil Company of California.

American Legion Post No. 13 carried off the Pasadena Challenge Trophy for the best entry by a Pasadena group.

Floats of the Australian National Travel Association, University of Washington, and Portland, Ore., also captured special awards.

In Class A competition, for civic bodies other than Pasadena, representing cities of more than 40,000 inhabitants, first prize was taken by Glendale, frequent Rose Parade star, second by San Francisco, third by Los Angeles.

North Hollywood took honors in the section for cities of between 20,000 and 40,000 population. Pomona was second, Alhambra third.

Among cities of between 10,000 and 20,000, Venice was top winner; second place was won by Altadena, third by Ventura.

For cities of between 5,000 and 10,000, San Fernando was first, Arcadia second, and San Gabriel third.

Laguna Beach and Ojai Valley were runners up to Manhattan Beach in the section for cities of less than 5,000 population.

Entry of the United Service Clubs was the Class B prize winner for service clubs. Awards for county entries went to Los Angeles County and Humboldt County.

California's Junior Chamber of Commerce copped the blue banner for other clubs than service groups.

First place in the hotel sector was taken by the Huntington and Vista del Arroyo hotels, the second award going to Camp Baldy.

Market Basket's float captured the commercial firms' division prize. Second honors were taken by the Dr. W. J. Ross Company, third by the Southern California Telephone Company. A special award went to Safeway Stores' entry.

The business groups' top trophy was presented to the Pasadena Merchants Association. Runners-up were the Pasadena Clearing House and the National Orange Show.

The Pasadena Light Department's float was adjudged the best for municipal utilities. Second was the Pasadena Water Department, third the Metropolitan Water District.

Other winners included the Burbank city schools, first for educational units; Pasadena city schools, special award in this division; the Salvation Army, first for religious units, and the Boy Scouts of America, first for youth organizations.

Queen Presides at Ball

All the pomp and fanfare of a truly regal coronation marked the elevation of Queen Nancy to reign over the 48th annual Tournament of Roses at the coronation ball held Dec. 29, 1936, in the Civic Auditorium.

White, magenta and gold were combined in the elaborate court setting which resembled a palace entrance erected at the east end of the garlanded ballroom. Here, Cyril Bennett, president of the Tournament of Roses Association, placed the coveted, jeweled crown upon the fair head of Queen Nancy (Miss Nancy Bumpus of Pasadena Junior College) as she promised solemnly "to govern the people of this community during these festive days."

Greenery and roses festooned the "court chamber" where 4500 of the Southland's elite gathered to witness the entry of the Queen and her six princesses, heralded by liveried trumpeters, a vanguard of "soldiers", impersonated by red-and-white-uniformed members of the Pasadena Junior College Bulldog Band, and a retinue of ladies-in-waiting, who later functioned as the "royal ballet."

Entry of the Queen, robed in white lace and carrying American Beauty roses, and of her six princesses, gowned in gleaming white satin and carrying golden-hued rosebuds, was announced to the assembled "subjects" and to a Pacific Coast radio audience by "Prime Minister" Frank M. Brooks. Princesses were Misses Alberta Anderson, Laura Broadbent, Phyllis Caspary, Evelyn Calvert, Beverly Miller, and Celeste Callahan. Pages were Maxine Tullos and Vyonne Livingston; the crown bearer, Stefani Horbaczek.

A reception to the Queen followed and each "subject" was "commanded" to sign the guest register before the orchestra struck up music for dancing.

The Tournament Ball committee included: Ray C. Maple, Robert M. McCurdy, Drummond J. McCunn, Russell A. Stapleton and Elmer Wilson.



QUEEN NANCY BUMPUS, fourteenth queen of the Tournament of Roses, ruled the Tournament parade from a floral throne, surrounded by six princesses, ladies-in-waiting, one of whom is shown at the left.

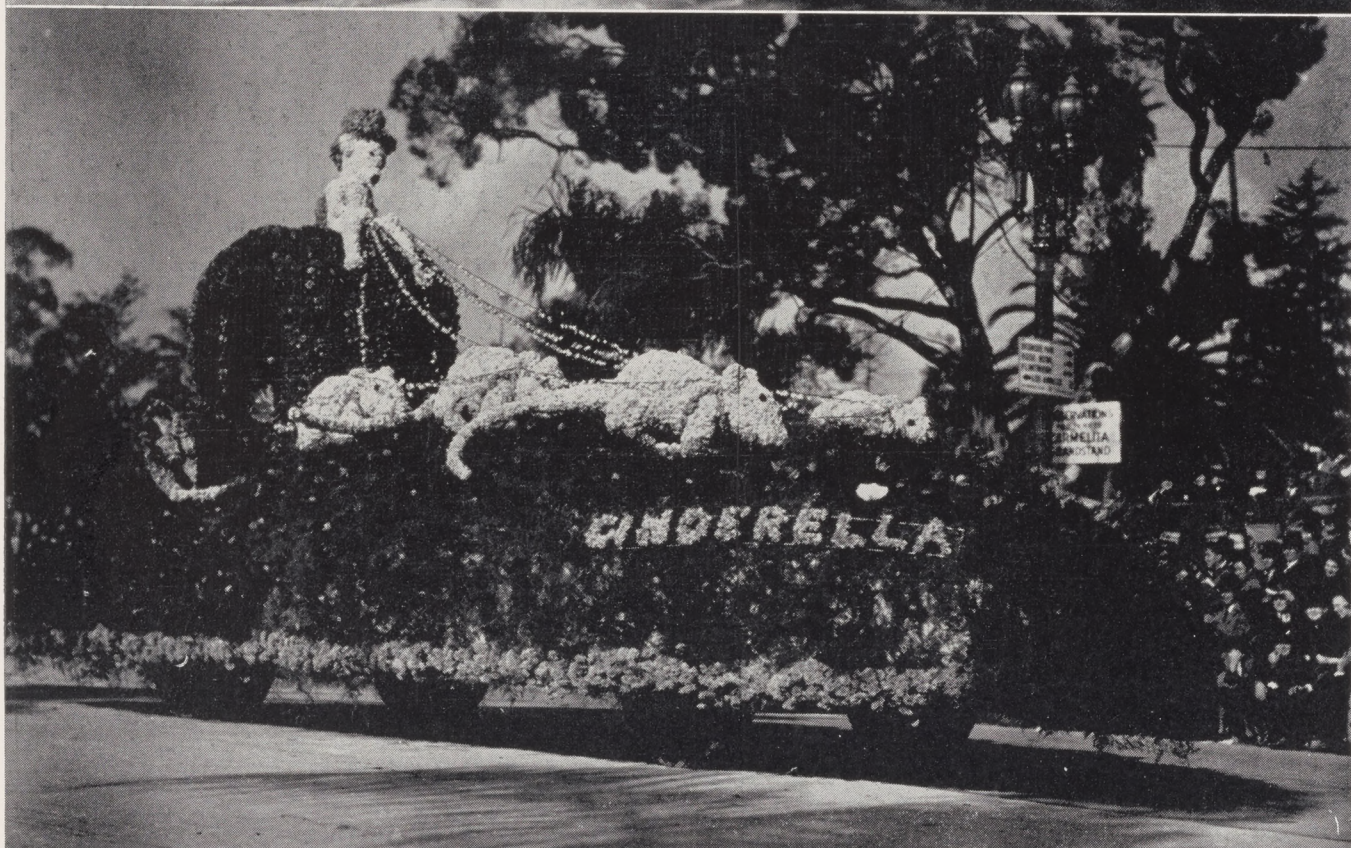


STANDARD OIL COMPANY, "Symphony in Flowers." Orpheus, riding under a dainty floral canopy of pink and lavender sweet peas with a background of musical symbols, listens rapturously to two pretty maids playing ethereal strains on floral musical instruments. One fingers a harp, while the other draws her bow across the strings of a 'cello. Two dainty peacocks, their white tails trailing on a carpet of roses and maidenhair fern, grace a fountain

of music, its spray dotted with musical notes. On the front of the long float, a magnificent white peacock fashioned of orchids, narcissus and lilies of the valley sits on a stairway of pink roses and maidenhair fern. Filmy-winged fairies and trumpeters escort the float. The general excellence of the entry won for it the Grand Prize for "most beautiful entry, regardless of size," among the commercial entries.



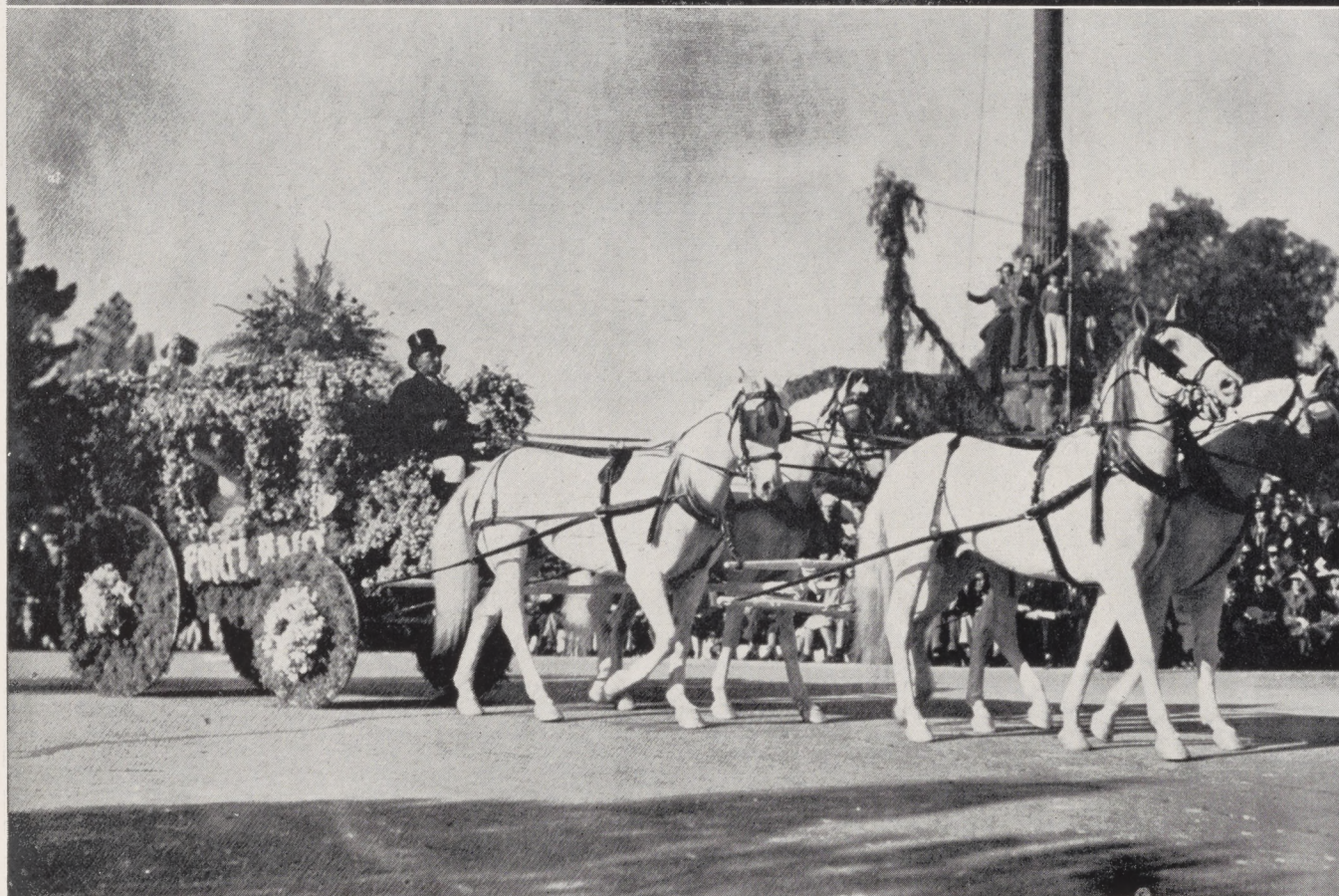
PASADENA POST NO. 13, AMERICAN LEGION (above) "Fairylane," winner of the Pasadena Challenge Trophy, symbolizes the famed Busch Gardens with flowers outlining a Japanese bridge spanning a brook. Swans float lazily on a pool. HUNTINGTON AND VISTA DEL ARROYO HOTELS (below) "Pierrot and Pierrette" uses 80,000 blooms to depict a beautiful setting where Pierrot courts his love. One thousand pink rosebuds are fashioned into the artistic background.



BURBANK CITY SCHOOLS (above) "Sleeping Beauty". Three tiny fairies with huge wings ride on rose buds at the front of the float. The prince and princess stand beneath the wings of fantastic floral birds. PASADENA CITY SCHOOLS (below) "Cinderella." A large pumpkin coach of Talisman roses with wheels of brown chrysanthemums carries Cinderella with six white mice as horses and a white rat as coachman.



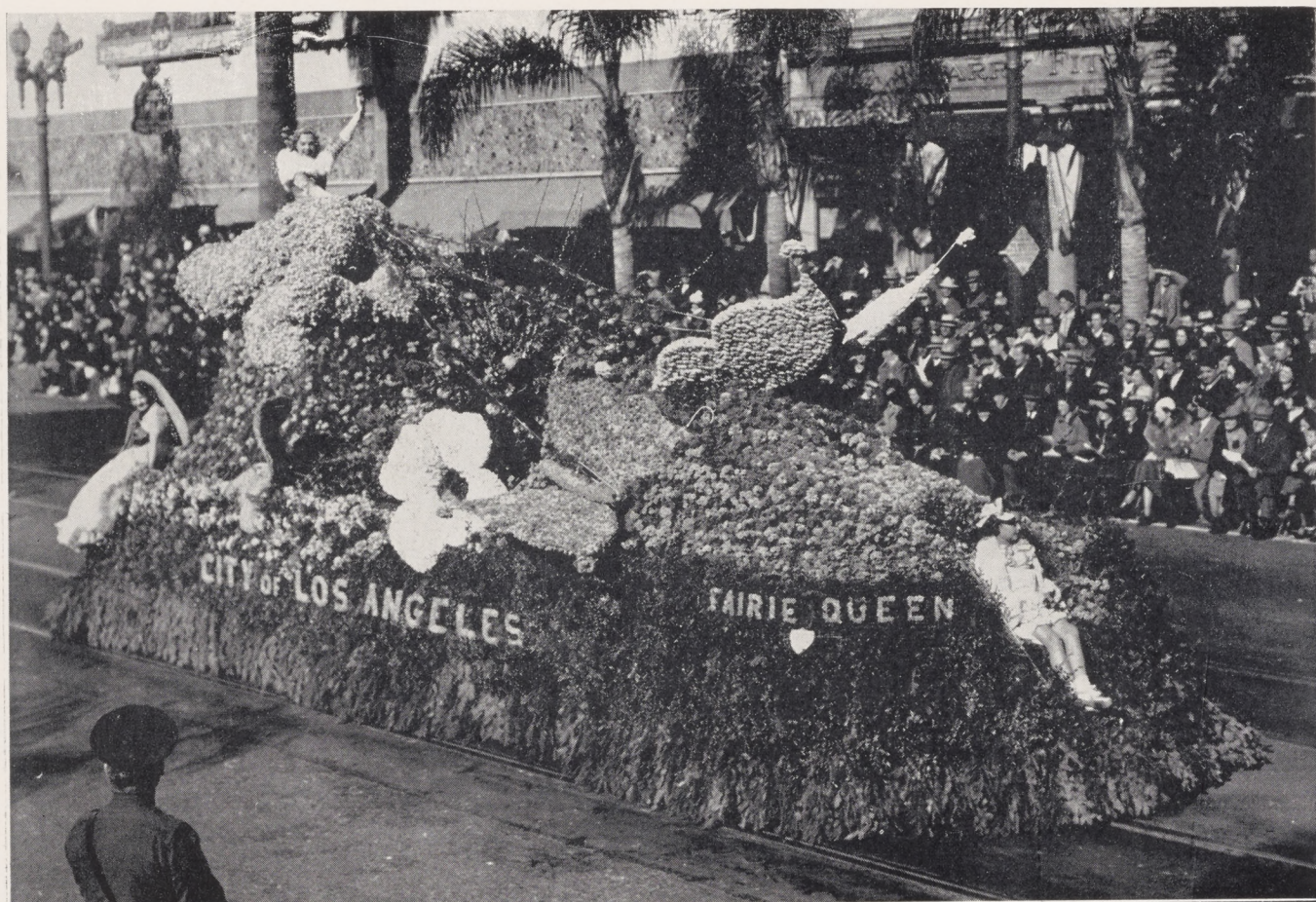
METROPOLITAN WATER DISTRICT OF SOUTHERN CALIFORNIA (above) "The Fountain of Youth." Thirteen girls in Grecian costumes represent the cities in the district. They surround the base of a fountain, whose streams of water cause a floral rainbow. GLENDALE (below) "Cupid's Garden," wins first prize in Class A. Two sweethearts sit in a rose heart with Cupid overhead. Two other happy lovers near their tiny house in the background, watch the new romance blossom.



LOS ANGELES COUNTY (above) "Romance in Music." An exotic lyre bird carries a beautiful girl. In front are two great vases filled with flowers. Two hundred thousand roses, gladiolus, narcissus, delphinium and chrysanthemum are used. PORTLAND ROSE FESTIVAL (below) "Cinderella and the Prince." An English coach drawn by four matched white horses is carrying Cinderella to the ball. Roses from the Oregon city decorate the old-fashioned carriage.



STATE OF WASHINGTON (above) "The Romance of Sports." The Washington Queen sits in foreground and a swimming champion stands in front of Mount Rainier fashioned of white chrysanthemums. UNITED SERVICE CLUBS (below) "Bonnie Prince Charlie and Flora MacDonald." Scottish Prince Charlie, rescued by his sweetheart, is riding with her to France in a barge of yellow roses over an ocean of sweet peas.



LOS ANGELES (above) "The Faerie Queen," driving a team of huge rose butterflies and a peacock, rides a cloud made of thousands of white carnations flying over a garden of children, who represent flowers in fairyland. SAN FRANCISCO (below) "Romantic San Francisco" heralds the 1939 Golden Gate International Exposition with a colorful invitation made of heather, delphinium, violets and China lilies. The center tower of jewels is created of white roses and blue cornflowers.



PASADENA LIGHT AND POWER (above) "Romance of the Harvest" presents two lovely girls tipping up a great "horn of plenty," from which flow hundreds of pink Hollywood rose buds. Bronze chrysanthemums form the trumpet. SAN JOSE (below) "Roses of Romance" features a long-stemmed rose composed of a myriad of American Beauty roses. A jester wields the magic wand to enchant the rose while a great butterfly hovers near.



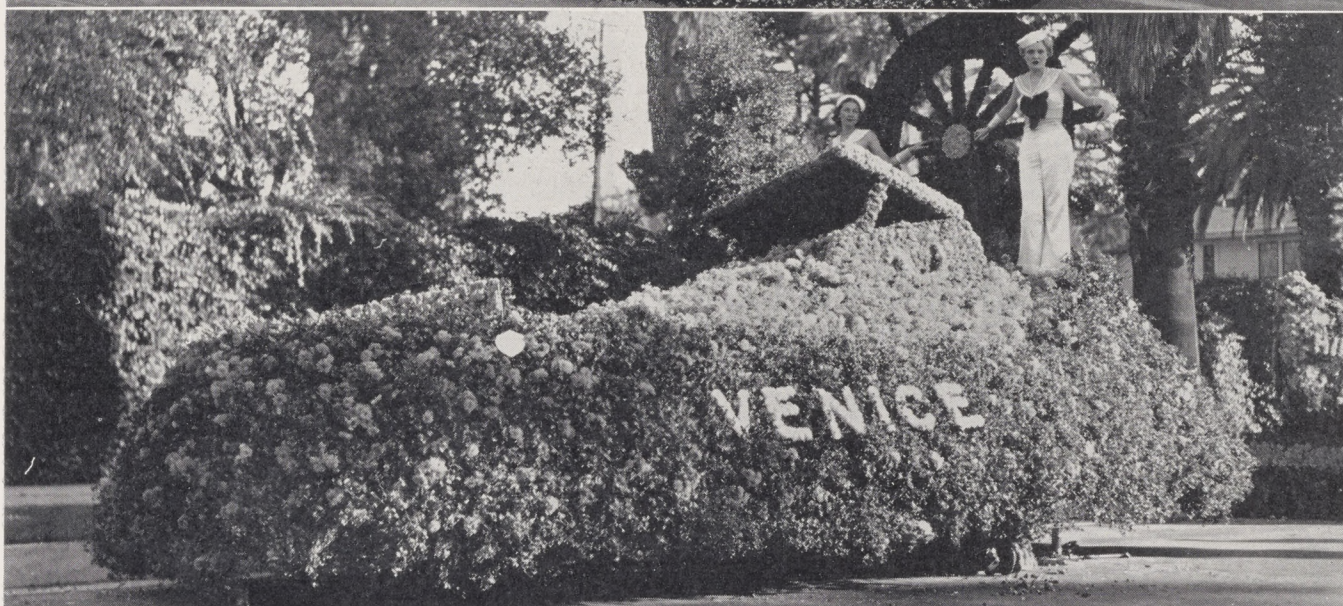
LAGUNA BEACH (above) "America's Sweethearts" dressed in period gowns are seated before large hearts made of hibiscus blossoms, 10,000 of which comprise the featured center heart alone. Roses dot the base of greenery. MANHATTAN BEACH (below) "Fisherman's Romance." A 32-foot fish made of orange marigolds and yellow pompons struggles to free itself from hook and line, its delphinium and maidenhair fern eyes flashing. But this one didn't get away.



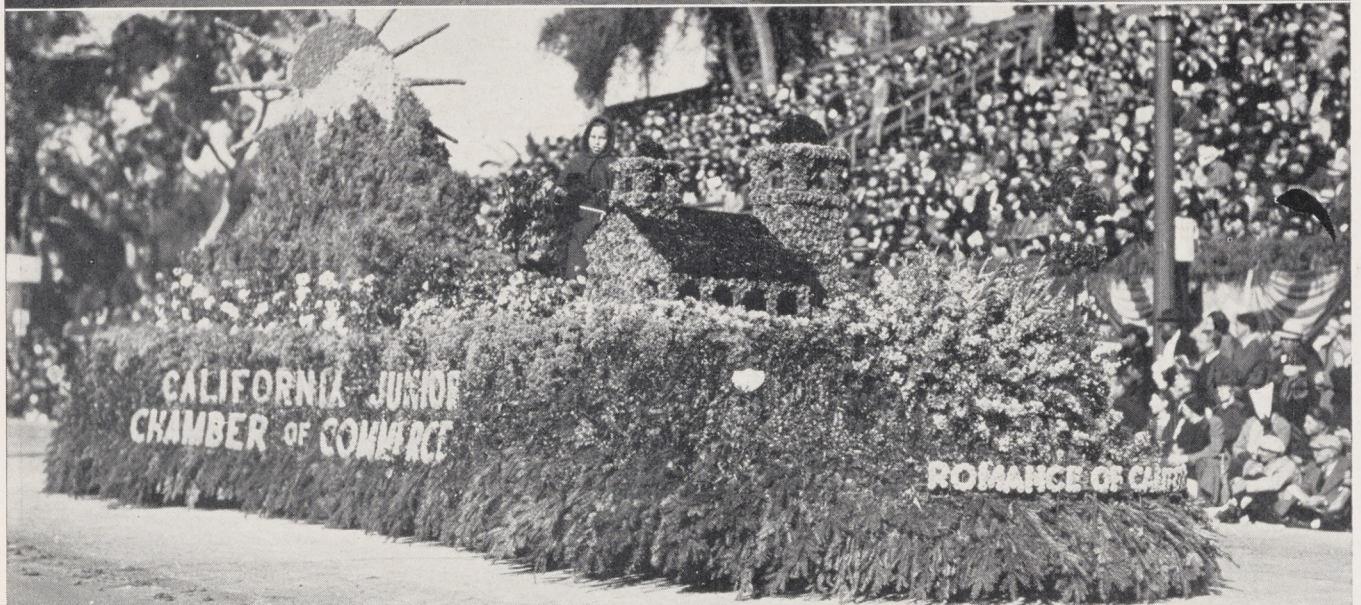
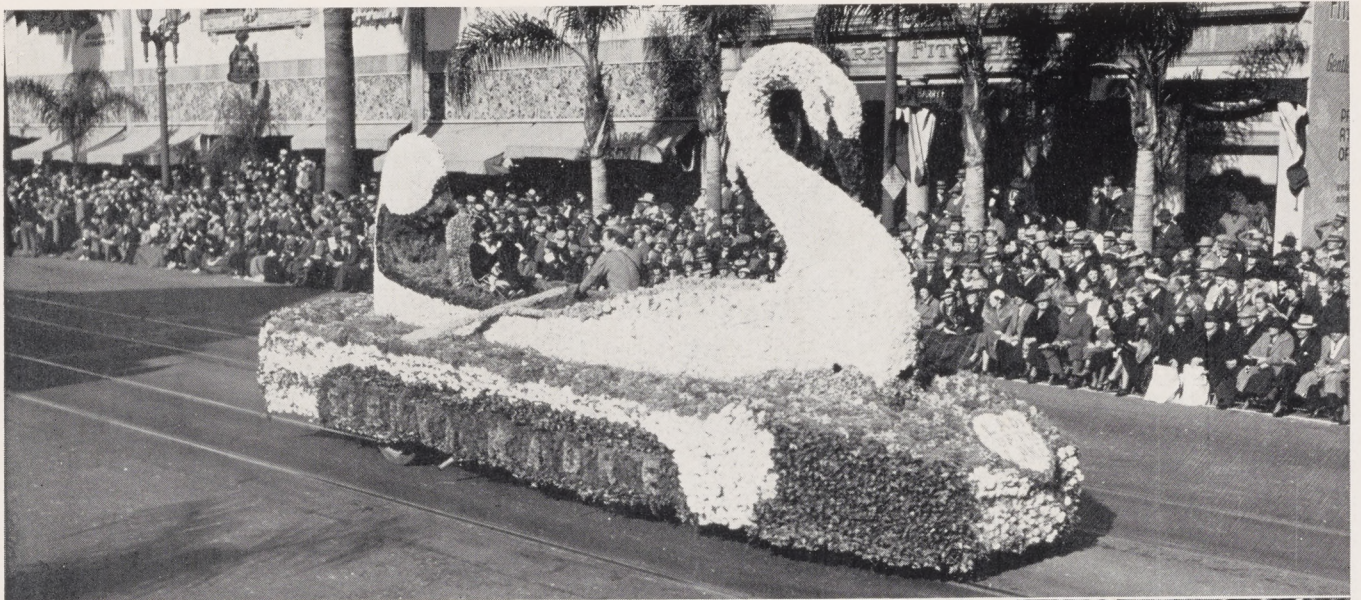
MONTEREY PARK (top) "Hero and Leander," a picturesque coastal scene telling the famous romantic legend. Tulips, chrysanthemums and other blossoms accent a sea of blue delphinium. COVINA (center) "The Romance of Harold Teen and Lillums" provides a canoe of calen lulas and narcissus as a setting for the comic-page sweethearts. EAGLE ROCK (bottom) "My Valentine" introduces the Queen of Hearts on her throne of flowers backed by a big heart of white sweet peas.



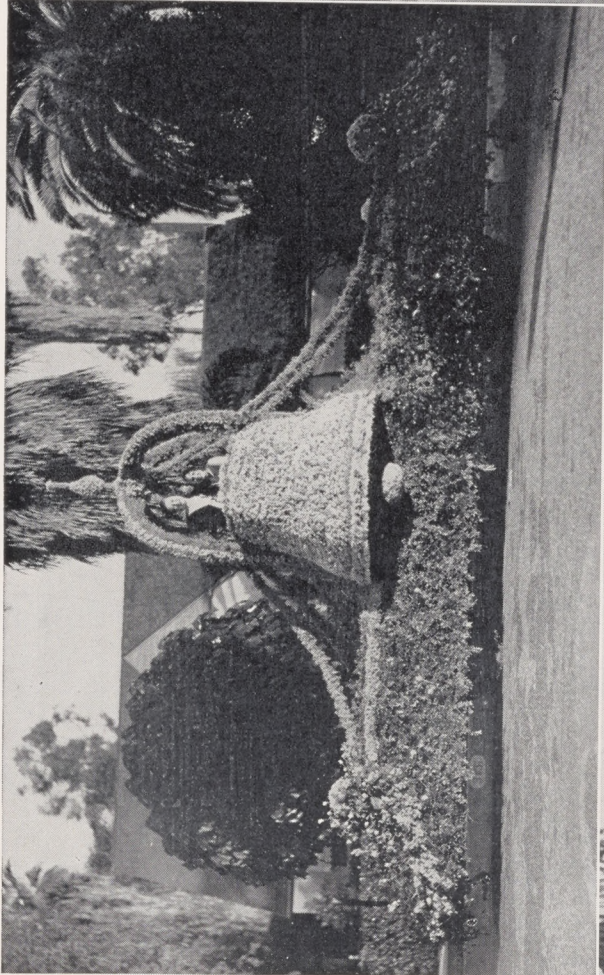
LYNWOOD (top) "Cameos—Symbol of Romance." Lovely girls sit in cameos of roses and sweetpeas, framed by bronze chrysanthemums, with a heart in front. SAFEWAY STORES (center) "Peter Pan," driving his floral butterfly, leads a little earth girl, riding a lavender swan to the land of fairies. PASADENA MERCHANTS' ASSOCIATION (bottom) "Hearts and Flowers." Three great hearts in fan-shape, fashioned of pastel sweet peas, stock and roses express the theme.



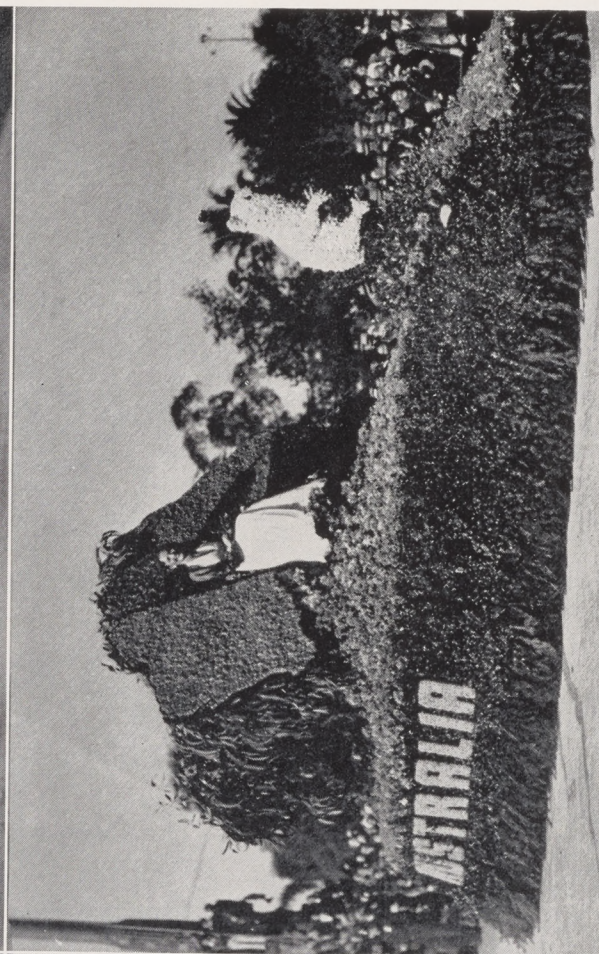
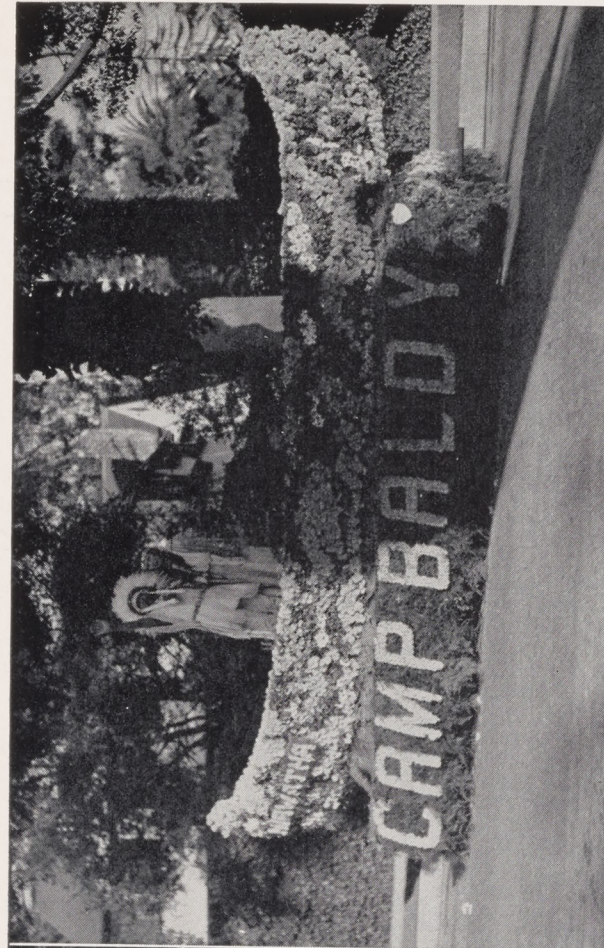
SOUTH PASADENA (top) "The Honeymoon." Cupid, sitting in a mass of roses, steers the journey for two young lovers posed under a canopy of strung sweetpeas. VENICE (center) "Romance of the Sea." Talisman roses as treasures flow from a huge chest fronting a great ship's wheel of red chrysanthemums. ALTADENA (bottom) "Romance in Toyland." A small boy rides a rocking horse made of white pompons. Other children are intrigued by the bronze elephant.



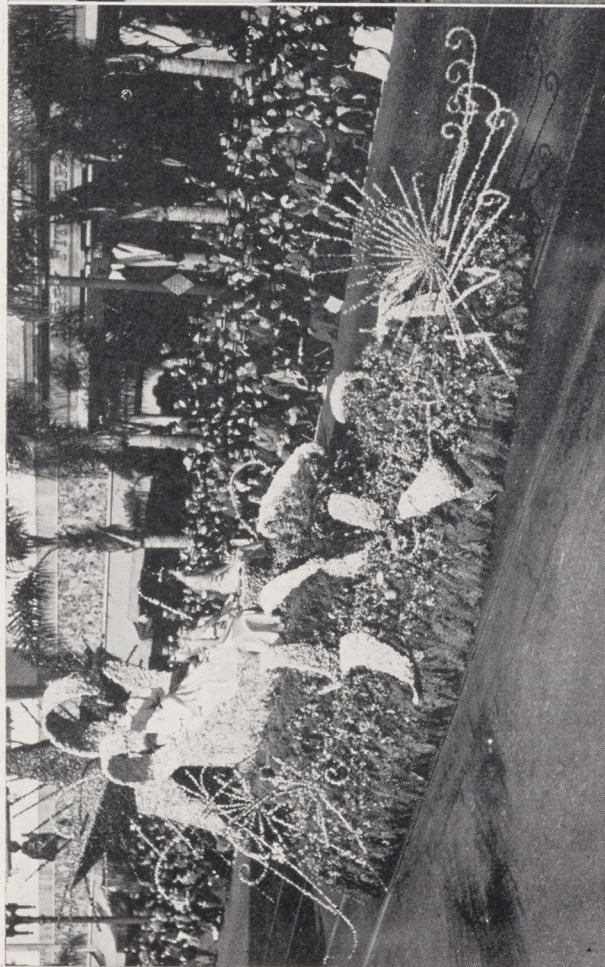
SIERRA MADRE (top) "Lady of the Lake" symbolizes Sir Walter Scott's poem as two young persons in Scottish attire stand amid 10,000 fresh blossoms. CALIFORNIA STATE JUNIOR CHAMBER OF COMMERCE (center) "Romance of California." The chrysanthemum sun rising over a snow-capped heather mountain shines on the mission. MARKET BASKET (bottom) "Romance of the Rose," a first prize winner.



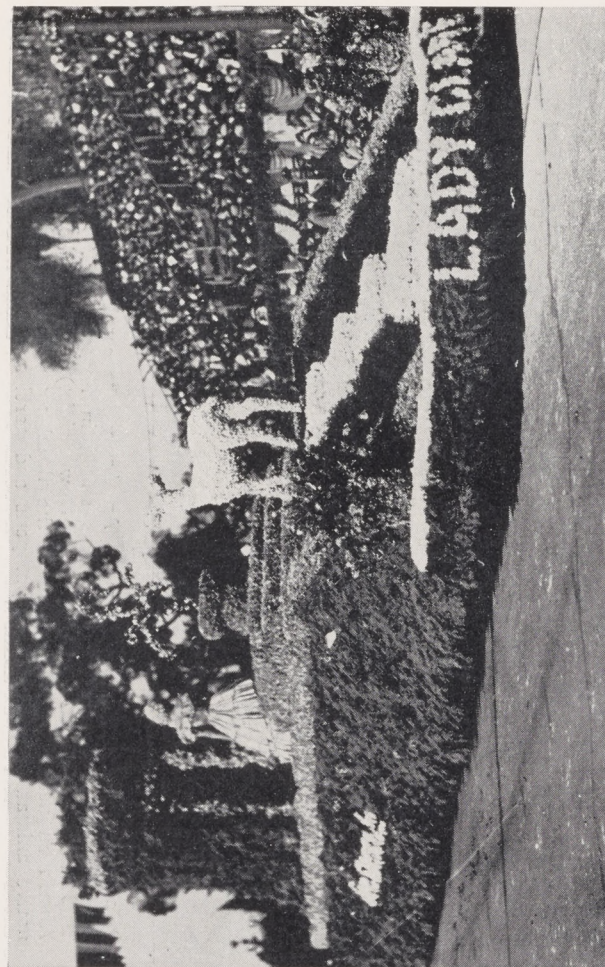
SOUTHERN CALIFORNIA TELEPHONE COMPANY (upper left) "Belles of Romance" riding in telephone bells of delphiniums and white roses top the crest of a wave of flowers. CAMP BALDY (upper right) "Hiawatha and Laughing Water," two Chippewa Indians in native dress, ride a birch canoe of yellow and bronze chrysanthemums. SALVATION ARMY (lower left)



"Romance of the Salvation Army." An Army lass carries a huge floral flag, flanked by the organization's famous shield in flowers. AUSTRALIA NATIONAL TRAVEL ASSOCIATION (lower right) "Australia," Velma Wayne, Australian actress, reclines against the floral map of Australia. The koala, native animal, is fashioned of pompons and narcissus.

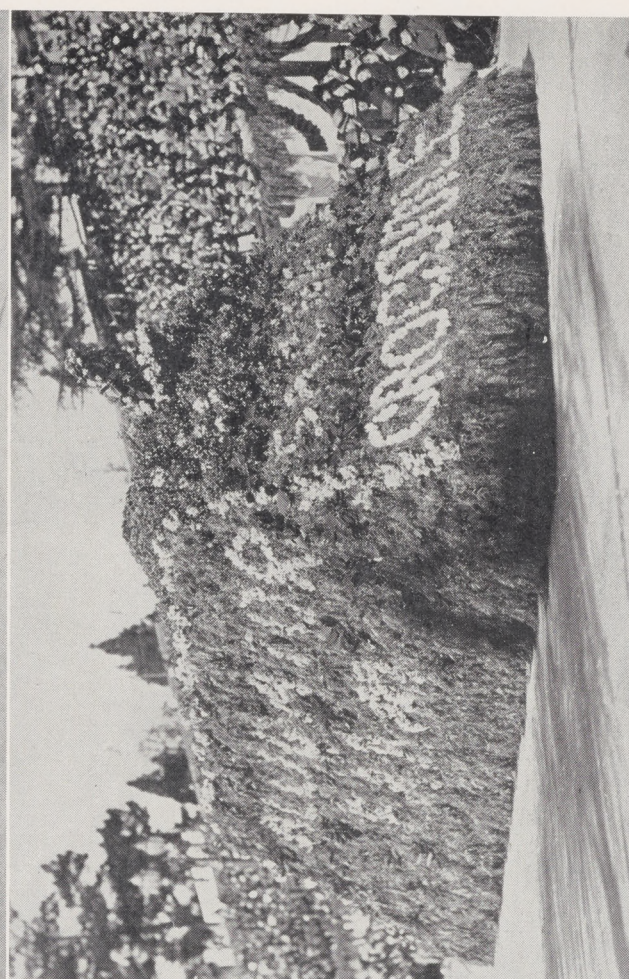
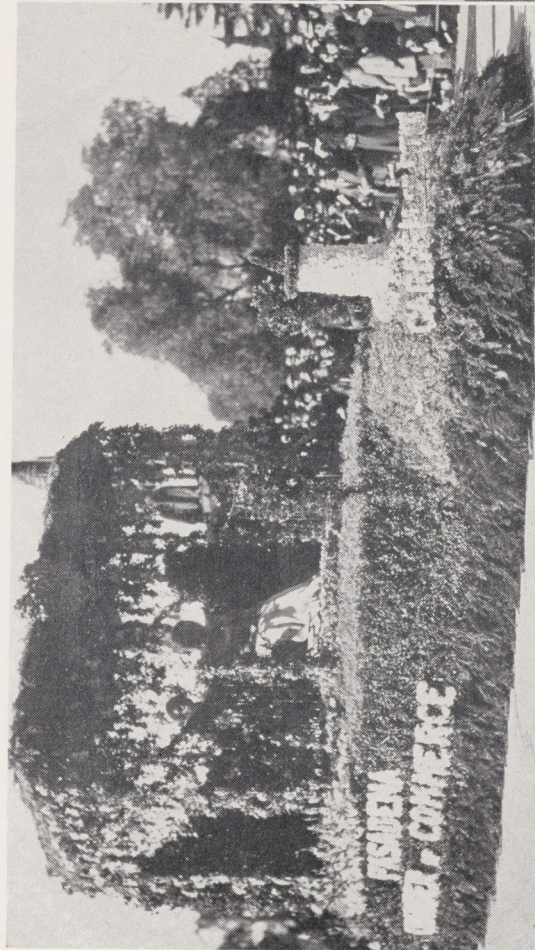


PASADENA WATER DEPARTMENT (upper left) "Venus and Adonis," mythological characters, sit atop three elevations of delphinium, overhung by flat scrolls of sweet peas. SAN FERNANDO (upper right) "Lady Clare" walks toward the holly castle, past the sweet pea fountain. The faithful doe,



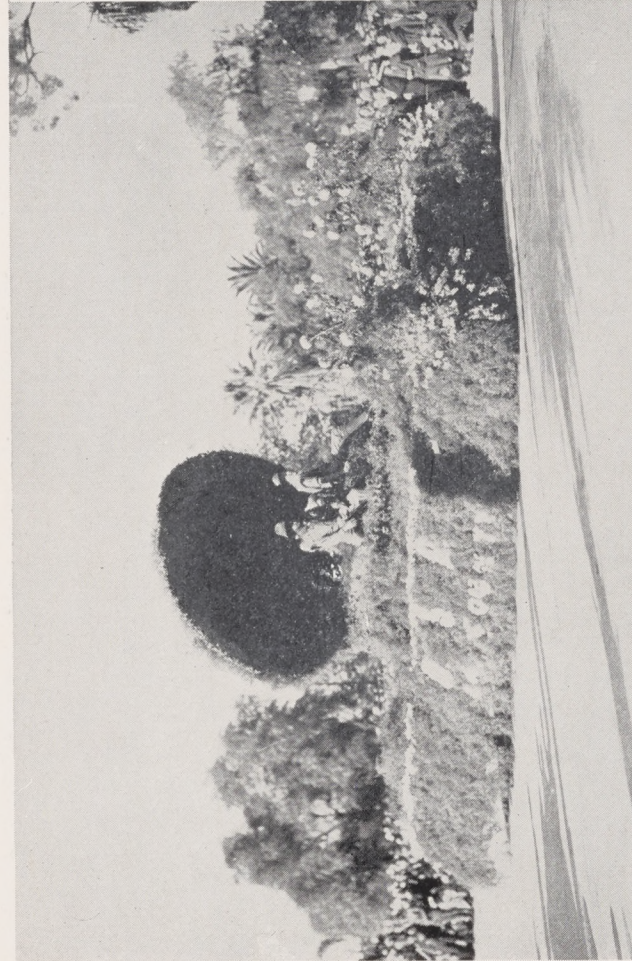
of white carnations, follows. OJAI VALLEY (lower left) "Amatil" and her lover rest beside a stream. A mountain of greenery with sunset of marigolds, forms the background. HUMBOLDT COUNTY (lower right) "Conquering the Redwoods." Woodsmen walked beside a redwood log.

walks toward the holly castle, past the sweet pea fountain. The faithful doe, the Redwoods." Woodsmen walked beside a redwood log.

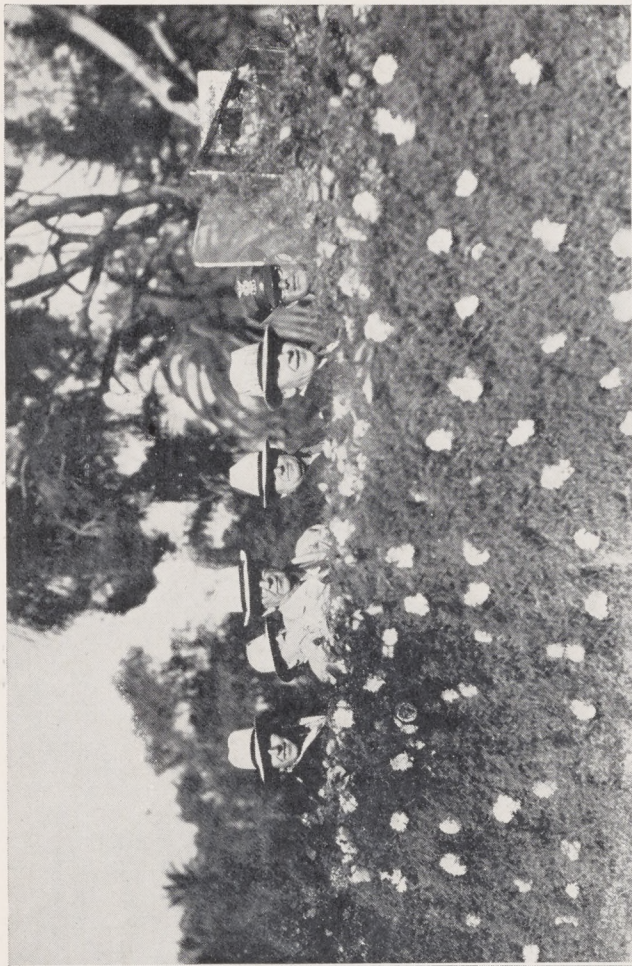


PASADENA CHAMBER OF COMMERCE (upper left) "The Garden of Romance." Two Colonial lovers sit in the old-fashioned garden house. SAN BERNARDINO NATIONAL ORANGE SHOW (upper right) "Cleopatra's Barge." Antony and Cleopatra ride the queen's barge, powerful slaves at the

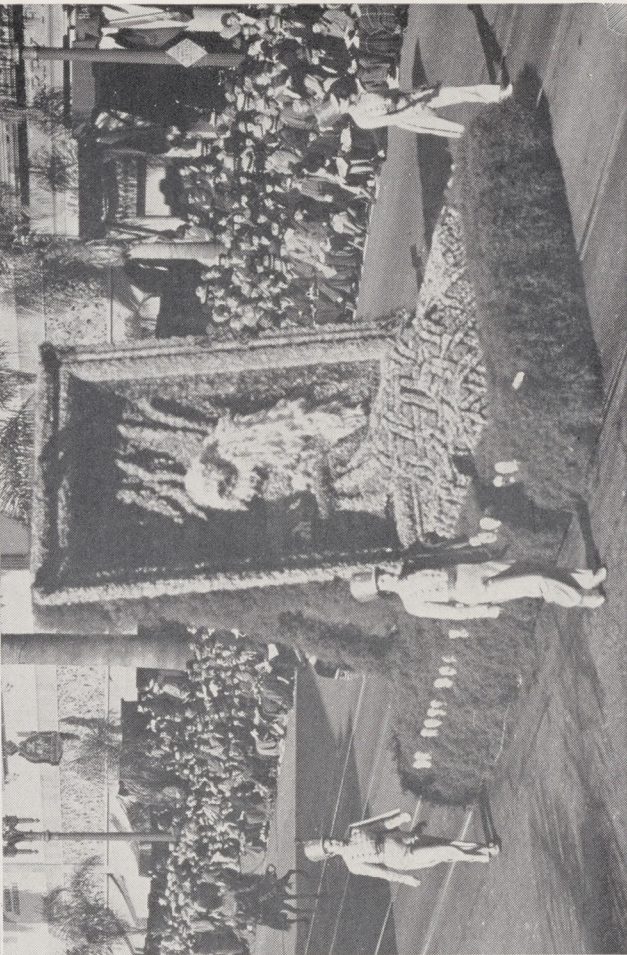
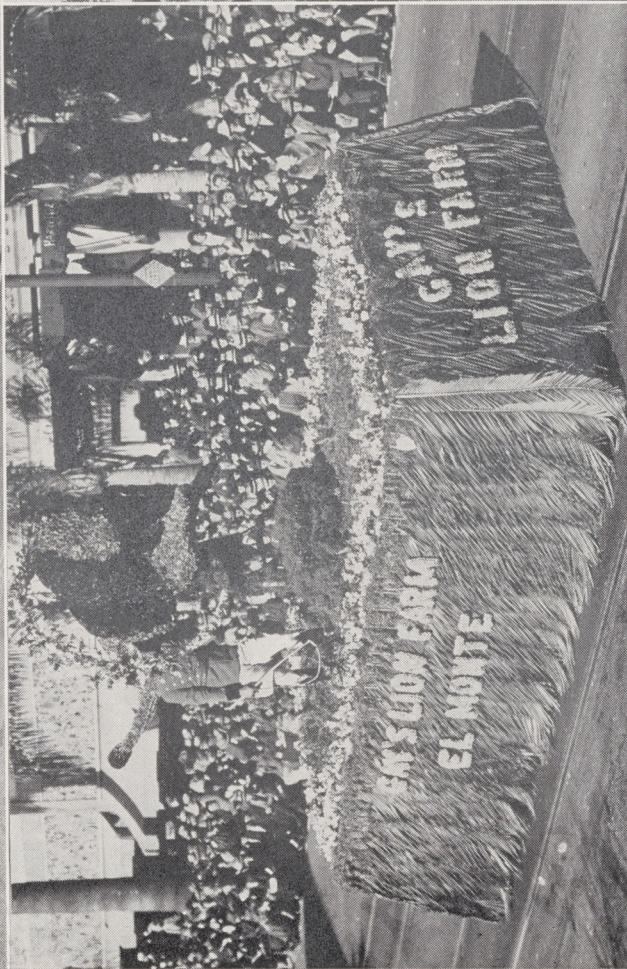
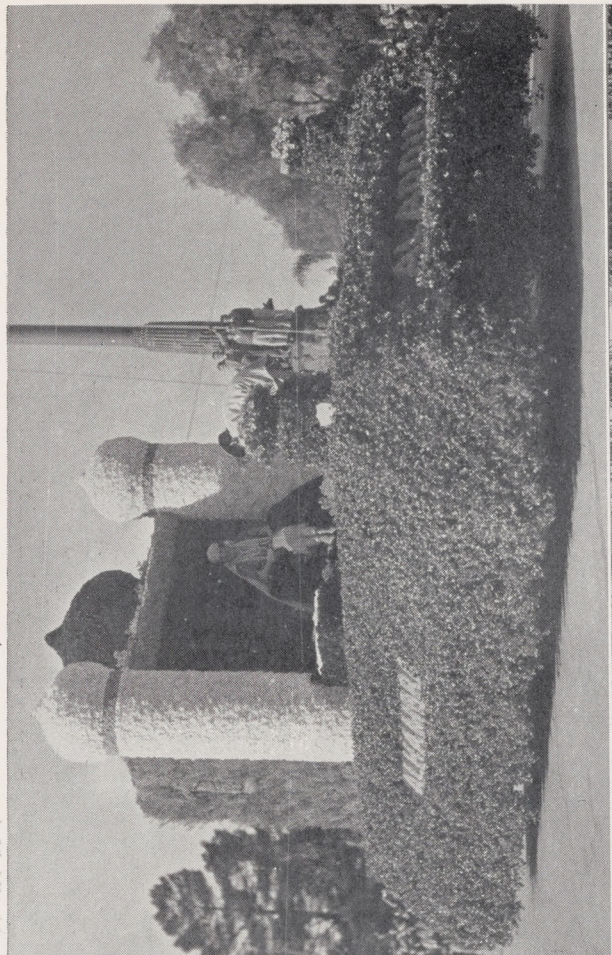
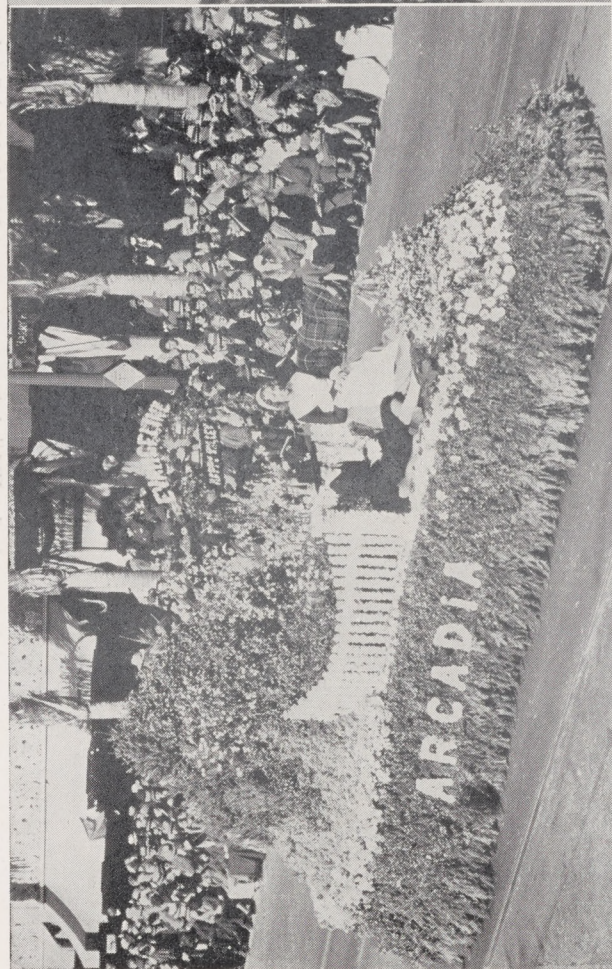
sweeps. NORTH HOLLYWOOD (lower left) "Tristan and Isolde" lie on a terrace of marigolds, his sword and shield forsaken. CALIFORNIA ALLIGATOR FARM (lower right) "The Sacred Crocodile" of bougainvillea blossoms lies in a bed of pepper leaves, its poinsettia mouth gaping menacingly.



BOY SCOUTS OF AMERICA (upper left) "Romance of Scouting," Scouts of three races kneel under a sea shell of marigolds, typifying "United for Service." GLENDALE CITY COUNCIL members (upper right) ride in a prettily

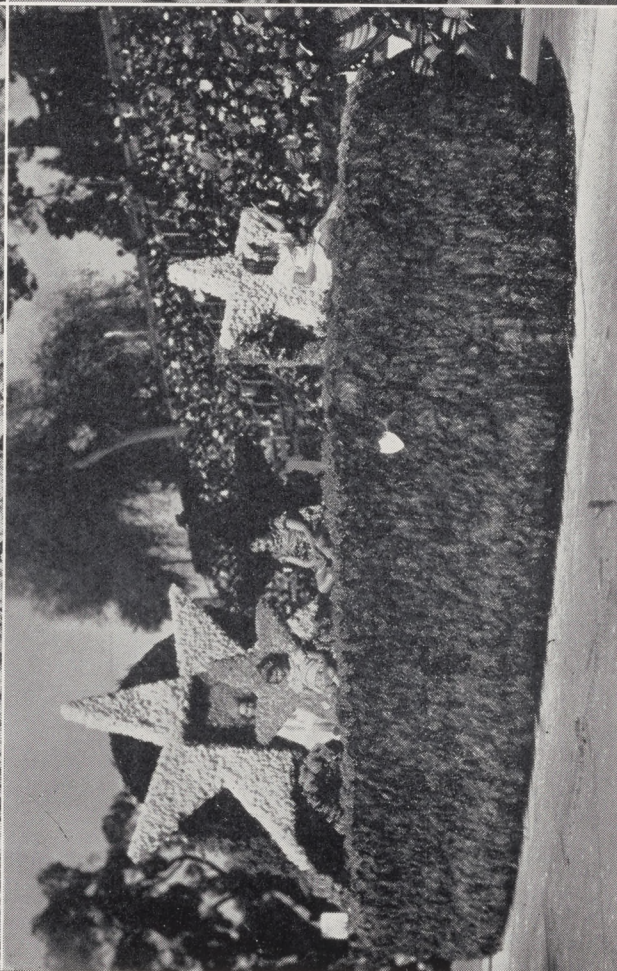


decorated car. POMONA AND LOS ANGELES COUNTY FAIR (lower left) "Madam du Barry" sits under a golden canopy. SAN GABRIEL (lower right) "Madame Butterfly," stands on a sweet pea bridge.



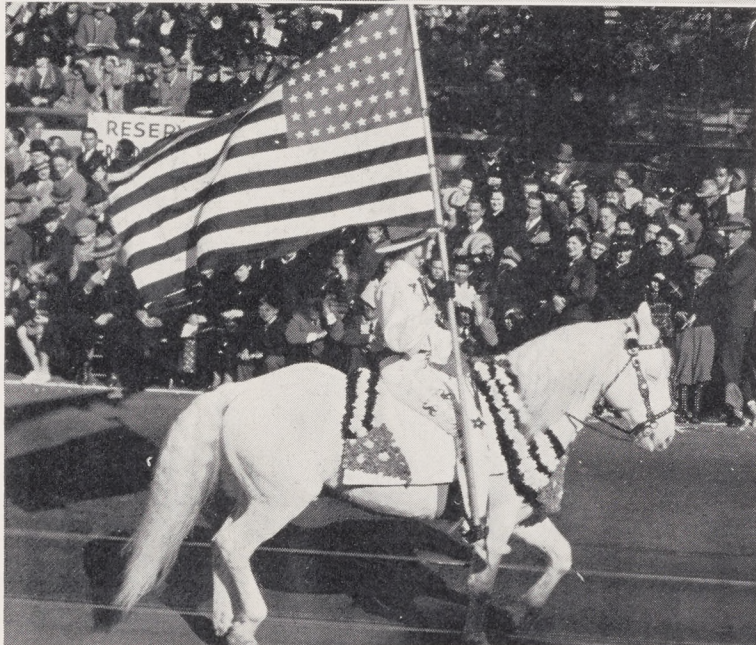
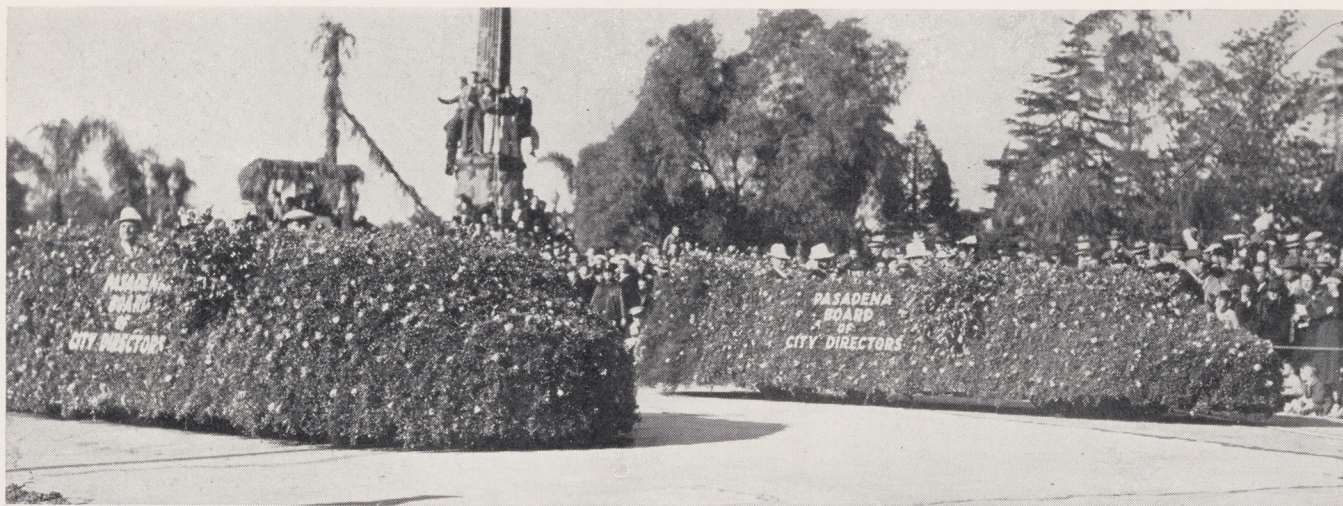
ARCADIA (upper left) "The Romance of Evangeline" illustrates a garden scene from the Longfellow poem. ALHAMBRA (upper right) "Aladdin and the Princess." The fable hero, standing near his magic lamp, bows before the Arabian princess. GAY'S LION FARM (lower left) "Romance of the

Circus." A "king of the jungle" leaps through a flaming red floral fire. DR. W. J. ROSS COMPANY (lower right) "Cares of Motherhood." A floral painting depicts a pampas-grass cat and a puppy fashioned of asters in a marigold frame.

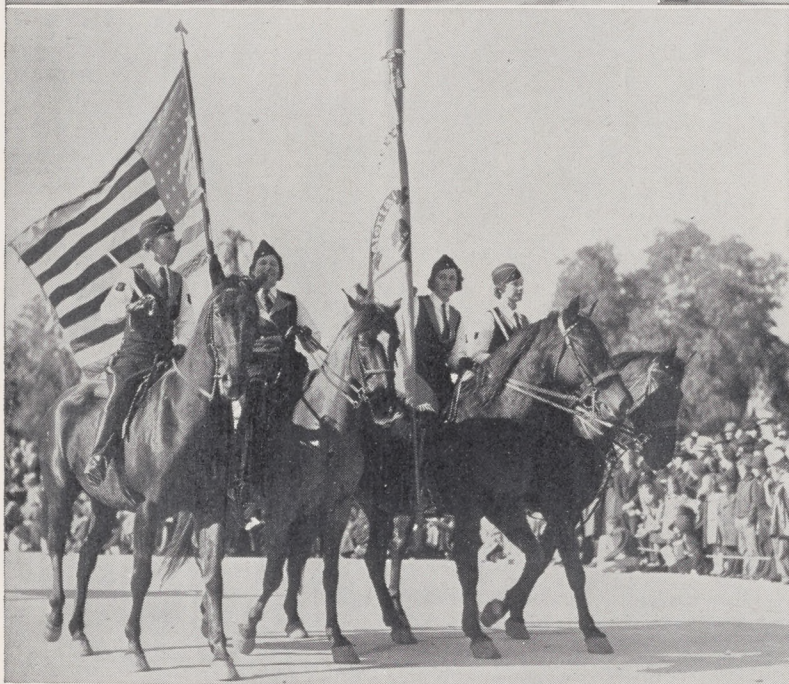


CALIFORNIA EXECUTIVES (upper left). Governor Merriam on left and Lieutenant-Governor Hatfield on right, flank Chairman Noy of Pasadena's Board of City Directors, in guest car. VENTURA (upper right) "Dante and Beatrice." Beatrice with halo and white robe rescues Dante from Inferno depicted by poinsettias, orange and yellow marigolds. SOUTHGATE (lower

left) "Stars of Destiny." A comely queen sits on the huge sweet pea, chrysanthemum star throne, while tots occupy five smaller stars. PASADENA CLEARING HOUSE ASSOCIATION (lower right) "Freya Returning from the Clouds." Girls in flowing robes ride in sweet pea boats. Freya reins birds of the sea.



PASADENA BOARD OF CITY DIRECTORS (top) passes reviewing stands in two rose-decked automobiles. MISS LYNN FARMAN (center left), flag bearer and prominent equestrienne, again rides her own white steed in the Pasadena Tournament. CHIEF CHARLES H. KELLEY (center right) bosses 900 police on New Year's Day in handling orderly crowds. CYRIL BENNETT (bottom), president of the Tournament of Roses Association, and Mrs. Bennett greet crowds from head of parade.



BRIGHTLY clad riders on spirited horses enliven the parade. Leo Carrillo rears his prancing mount to its hind legs and halts to hug Governor Merriam. Victor McLaglen's Light Horse Cavalry struts. Girls as well as men ride. Dashing Rangerettes parade by, bearing colors. Caballeros in brocaded costume show off silver-mounted saddles on Palominos and other finely bred steeds. Trumpeters herald—the parade!



PICTURES on this page show the many unusual groups enlivening the parade with their brilliant and entertaining bits of color and action. Bands, flags, girl majors, legionnaires, and other interesting scenes reveal the many supplementary features adding to the colorful charm and floral pageantry marking the unusually beautiful float creations. Persons taking part in these scenes are entering into the festival spirit of the 48th annual Tournament of Roses.



THE SANTA ANITA PARK grandstand, on a midwinter's day, holds a capacity crowd which is here shown watching the finish of a race. It is announced that 88 thoroughbreds have been nominated for the \$100,000 added Santa Anita Handicap, February 27, and that 25 of the best in the country will probably start. The racing season ends March 6. No races are run Sundays and Mondays.

Fifty-three Days of Racing at Santa Anita Park



SANTA ANITA PARK, the magnificent racing plant erected by the Los Angeles Turf Club, is located on the southern end of the historic Rancho Santa Anita, just east of Pasadena. Here E. J. ("Lucky") Baldwin once raised the finest thoroughbreds in the

west, and raced them successfully throughout the country.

Santa Anita has 53 days of racing, opening Christmas day. Eight races are run each day, with no purse less than one thousand dollars. There will be this year seventeen stakes, with a total value of \$230,000. The two classics are the Santa Anita Handicap, with \$100,000 added, and the Santa Anita Derby, with \$50,000 added.

Over 1300 Horses in Stables

● On the opening day there were 1,325 racehorses stabled on the grounds. It was necessary to turn down 2,100 applications. The stables located at the park constitute the most representative group ever gathered together at one racetrack, including as they do all the great names in racing. The horses represent the finest in training, both eastern and western. The \$100,000 race drew a nominating list unequaled in racing history.

Santa Anita Park stands today the most complete and modern racing plant in America.

Pasadena Is Sports Center

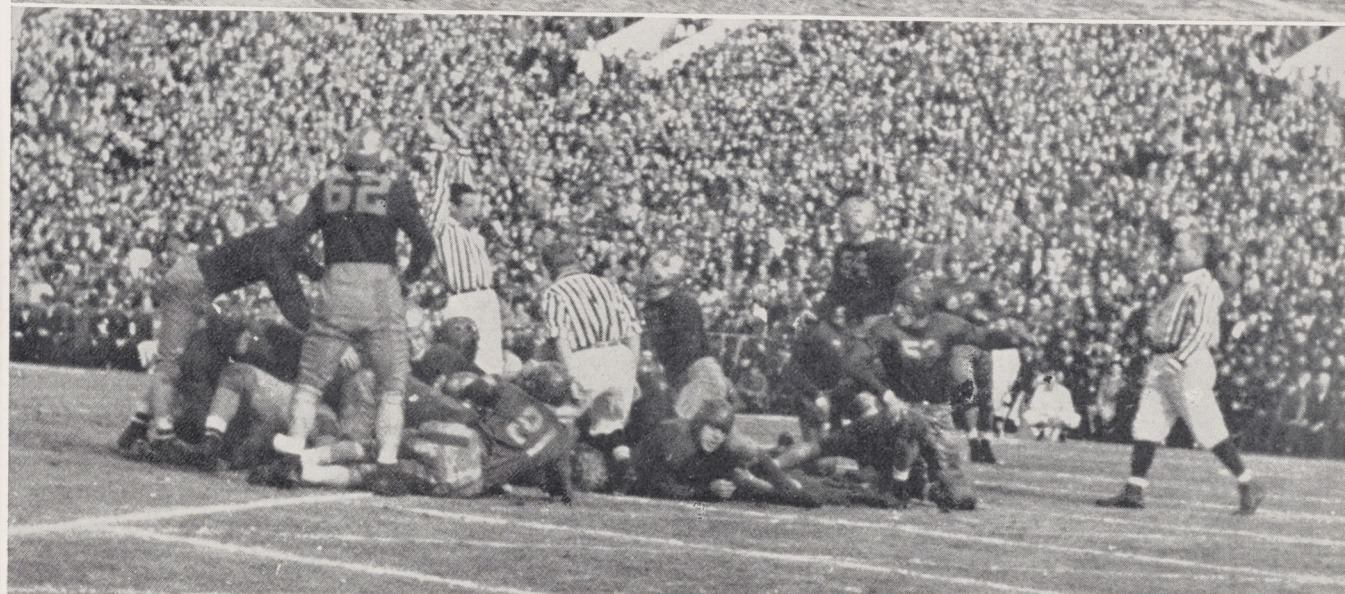
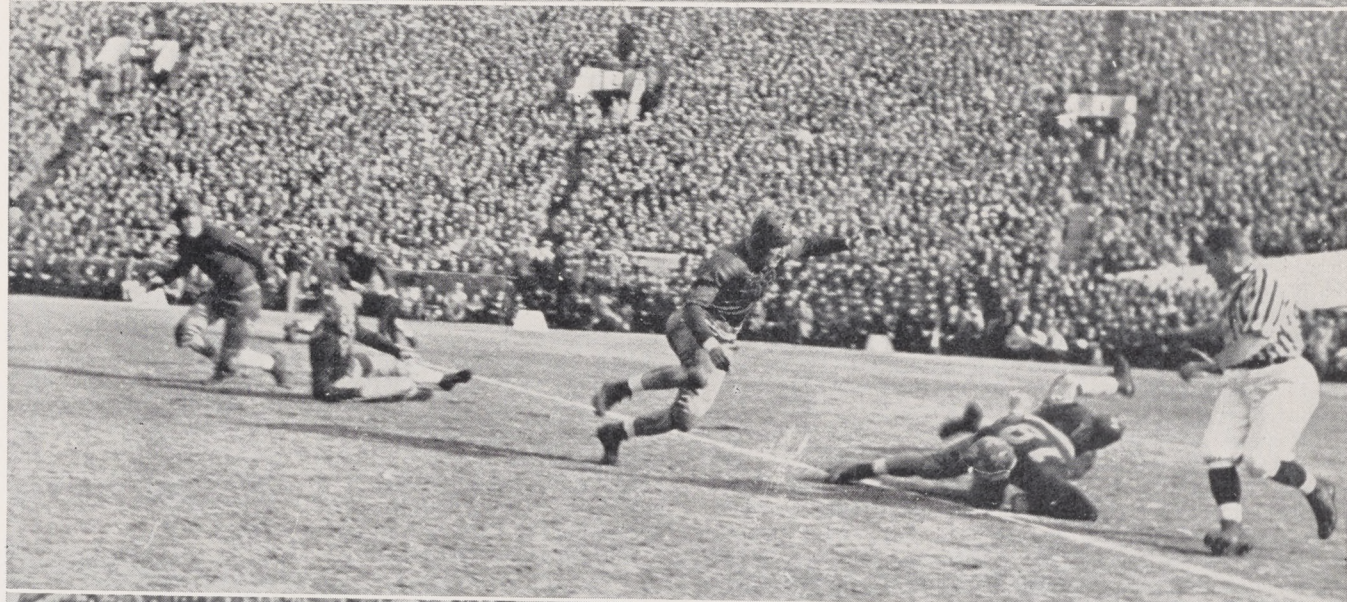
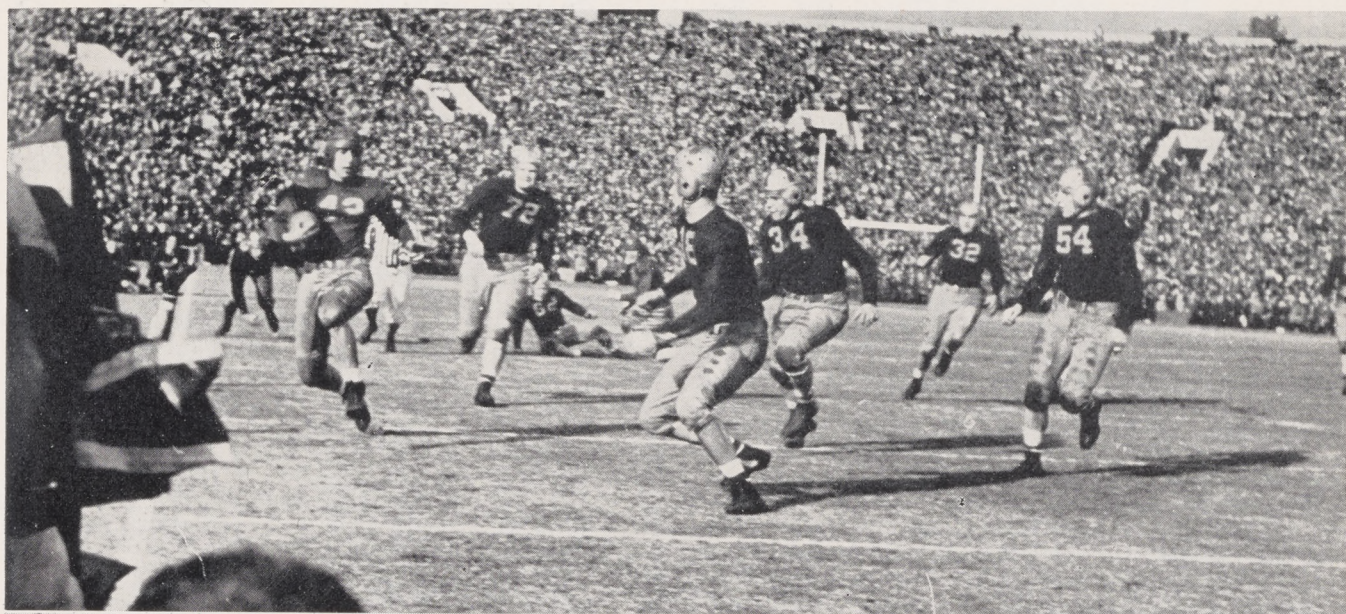
PASADENA has its Rose Bowl; yes, but it has many other centers of interest in the world of sports and athletics.

The Rose Bowl was built in 1922 and has been twice enlarged. Its present seating capacity is approximately 83,000. It is the setting for the annual East-West football game and also for the home games of the Pasadena Junior College and a number of other college and university football matches. A number of large civic gatherings are also held annually in the Bowl.

Pasadena has also become something of a baseball center, through the well-patronized baseball fields at Brookside Park, now the Spring training grounds of the Chicago White Sox.

Half a dozen golf courses lie in close proximity to Pasadena, including the two municipal courses adjoining the Rose Bowl. One of the principal polo fields of the West is near Pasadena. Tennis, track, athletics, swimming and many other sports are well provided for in the parks and public playgrounds.





(Top) Pittsburgh's stellar sophomore halfback, Marshall Goldberg, skirts Washington's left end for first down. (Center) Jimmy Johnston, Husky halfback, is spilled for a loss by Bobby La Rue, Panther right half, who combined ground gaining with splendid defensive work. (Bottom) Fullback Patrick scores Pittsburgh's first touchdown from the one-foot line, climaxing five brilliant runs.

Pittsburgh Victorious Over Washington 21 to 0

By CHARLES W. PADDOCK

PASADENA ROSE BOWL, JANUARY 1, 1937—Doctor Jock Sutherland saw his defeat jinx scattered to the winds in this picturesque stadium, packed to the rim with more than 88,000 people here this afternoon when his Pittsburgh Panthers, never before successful in a Pasadena battle, won by a count of 21-0 over powerful, but futile Washington.

Led by a marvelous halfback in Bobby LaRue and as fine an end as ever played in the Rose Bowl, Bill Daddio, the first string Panthers played smart football from start to finish, depending upon power and deception, without taking to the air, except when the second string was in the game.

There is no question but that Washington would have beaten Pitt's reserve eleven. But there is no question either about the superiority of Pittsburgh's first team. The score might well have been doubled, if luck and the element of time had played into Coach Sutherland's hands. But I am sure that the good Doctor is satisfied. He beat with consummate ease the best team in the Pacific Coast Conference, while the best team out of the Conference, little Santa Clara was preserving some remnants of Western football prestige by walloping the highly favored Louisiana State University team in New Orleans, 21-14.

Washington, though greatly out-played in every phase of the game, except passing, where the Huskies only enjoyed a slight advantage, put up a real fight which kept interest running high to the final gun, with the ball resting on Washington's five yard line in Pittsburgh's possession.

After one of the most beautiful of all the Pasadena parades had been brought to a glorious conclusion under a clear, blue sky on a cold day, the sun suddenly slipped beneath dark clouds which only broke at game time when the captains of the two teams were introduced in the middle of the football field. Wiatrak, acting captain, and center for Washington won the toss from Captain Bobby LaRue. Washington elected to kick off facing the purple mountains to the North.

Pittsburgh returned a good Washington kick to her own 29 and Bobby LaRue and Marshall Goldberg in three straight plunges made a first down on their 40. Frank Patrick, who later, was also to shine along with Goldberg, LaRue and Bill Stapulis, was stopped dead and Pittsburgh kicked to Washington's 20. Powerful Ed Nowogroski, Washington fullback, returned the Panther's first down by

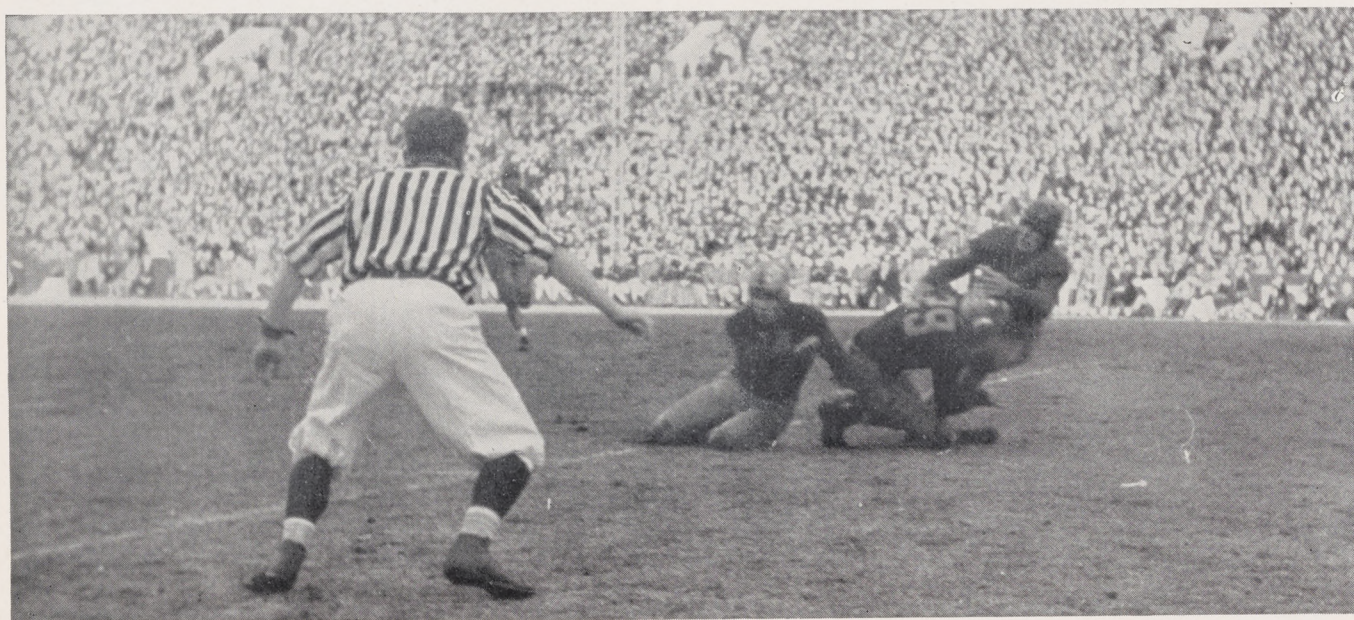
making one himself after three strong tries. The Washington line was not blocking well against the Pitt forward wall and the Huskies were held. Jimmy Johnston in for Elmer Logg had his kick badly rushed after a poor throw from center and the ball sailed out of bounds on Pitt's 45. This short punt, due to no fault of Johnston himself, paved the way for the first Panther touchdown.

Brothers LaRue and Goldberg started their deception, and without going to the air, slipped off-tackle and around end for long and consistent gains with Patrick livening up the proceedings occasionally. Pittsburgh was not to be checked and due mostly to LaRue's cunning open field play made a touchdown after scoring two first downs enroute. Bill Daddio added the extra point with LaRue holding the ball. This was a taste of what was to come. But we did not realize it at the time, for Washington had not yet been given a real opportunity to open up her passing game.

Pitt kicked off to Jimmy Johnston of Washington who made a magnificent return of 37 yards to Washington's 47 and the Huskies found themselves in the self-same position as Pittsburgh had been when they started their touchdown drive. Jimmy Cain tried to mix up laterals and forwards, but the first string Panthers were too smart and kept him covered as well as the rest of the Husky backs, and the first quarter ended with Washington getting nowhere past the center of the field and the score, Pitt 7, Washington 0.

The solemn Sutherland, trying not to smile, called for his second string to go into the game at this point, and Coach Jimmy Phelan who had been holding Elmer Logg, his great punter and Frank Waskowitz, his fine pass thrower out of the contest, sent them in to take advantage of the new Panther line-up. Logg kicked out of bounds on Pittsburgh's 24 and the Huskies commenced to hit the Panthers hard. Bill Stapulis, now playing fullback for Pitt was forced to kick to Haines on Washington's 32. The latter, on the next play, whirled and swirled his way through the entire Pittsburgh line to the Pittsburgh 45. Haines followed this up in a few moments with a long and dizzy pass for a second first down in a row. The Panthers appeared to be weak on the right side of the line from tackle to center, but finally pulled themselves together and stopped the Huskies who finally punted to the Pittsburgh 18 yard line.

Bill Stapulis engineered two first downs in succession
(Continued on Next Page)



Frank Peters, Washington's speedy end, recovers a fumble by Marshall Goldberg, in the early minutes of the third quarter.

Pittsburgh Panthers Defeat Washington 21 to 0

(Continued from Preceding Page)

and Hal Stebbins, another Pitt sub, carried the ball to a third first down in a row, stabbing through center to the Washington 45. Stebbins and Stapulis teamed together to take the ball to the Pitt 34, for another first down. But then a pass was tried and Washington intercepted.

This was not only denied them, but Washington suddenly came to life, in the matter of passing and threw one good for 60 yards, giving her possession on Pittsburgh's 19. And that was too much for Jock Sutherland. He stood up and wildly waved his first stringers back into the game. He could see that old Rose Bowl jinx rising up to beat another fine team as it had three times in Tournament tradition.

It was a good move. In fact it was perfect. For the "old hands" solved Washington's razzle-dazzle laterals and forwards at once and on fourth down Washington had 11 yards instead of 10, to go. On fourth try the ball was thrown away.

The ball went to the Panthers and LaRue, instead of being interested in kicking, cut-back beautifully for eight yards. Pittsburgh was off-side on the next play. This was the first of a very few penalties during the game. Pitt got off a long kick to Haines who returned to the Panther 42. A Washington pass was intercepted and Pittsburgh wound up with the ball in practically the same position. Bobby LaRue tried a long throw and the Huskies intercepted this one. It was tit-for-tat and Washington called one more play which was smothered as the half ended with the score still the same, Washington, 0; Pittsburgh, 7.

Washington kicked off to Pittsburgh to start the second half, and the Panthers returned to their 32 yard line. After two plays which netted little, Husky fans received a real thrill when their good end, Frank Peters recovered Marshall Goldberg's fumble. But it did Washington little good as Pittsburgh intercepted a pass on their own 25 and Bobby LaRue, on the next play broke through for what seemed a certain touchdown. He went clear to the Washington 25 when Nowogroski made a flying tackle which just did catch LaRue's uplifted foot. It was one of the real thrills of the day. LaRue came right back for a first down. Then Patrick and LaRue drove to another first down and Patrick pushed his way through a badly demoralized Washington team to a touchdown. Bill Daddio added the extra point again.

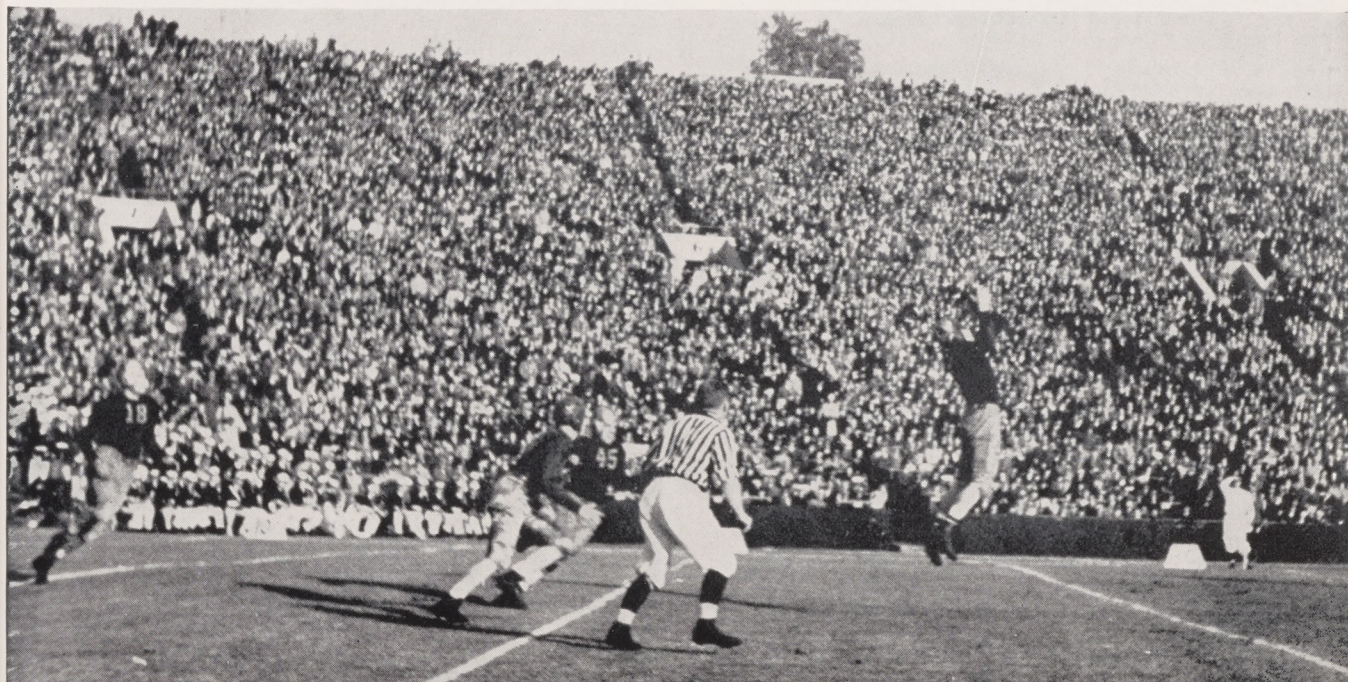
A few moments after the next kick-off, Patrick got off a beautiful punt to Washington which was fumbled, Daddio recovering for Pittsburgh on the Husky 21 yard line. But the tired Panthers could not push the ball over, and Washington got the ball, as the third quarter ended with Pitt on the long end of a 14-0 score.

Again, good Doctor Sutherland motioned in his second team and took out his varsity for a rest. But it was a brief one. Washington passed the reserves to death and when she was in a scoring position two minutes later, Sutherland hastily sent back his stars who once more broke up the Husky aerial attack, finally intercepting a lateral to run almost the length of the field for the third score and another goal completion by faithful Daddio, who shortly thereafter was injured.

In the closing minutes, with Washington losing heart, Sutherland sent in every sub on the bench so that they might tell their children that they not only played in the Pasadena Rose Bowl, but had a part in beating Washington 21-0!

FOOTBALL SCORES OF PAST YEARS

Date	East or South	Pts.	West	Pts.
1902	Michigan	49	Stanford	0
1916	Brown	0	Washington State	14
1917	Univ. of Pennsylvania	0	Univ. of Oregon	14
1918	U. S. Marines	19	Camp Lewis	7
1919	U. S. Naval Trng. Sta.	17	Marine Barracks	0
1920	Harvard	7	Univ. of Oregon	6
1921	Ohio State	0	California	28
1922	Washington & Jefferson	0	California	0
1923	Penn State	3	U. S. C.	14
1924	U. S. Naval Academy	14	Univ. of Washington	14
1925	Notre Dame	27	Stanford	10
1926	Alabama	20	Univ. of Washington	19
1927	Alabama	7	Stanford	7
1928	Pittsburgh	6	Stanford	7
1929	Georgia Tech.	8	California	7
1930	Pittsburgh	14	U. S. C.	47
1931	Alabama	24	Washington State	0
1932	Tulane	12	U. S. C.	21
1933	Pittsburgh	0	U. S. C.	35
1934	Columbia	7	Stanford	0
1935	Alabama	29	Stanford	13
1936	S. M. U.	0	Stanford	7



Steve Slivinski, Washington guard, intercepts a long pass by Pittsburgh's quarterbcak, John Michelosen, near the end of the first half.

Association of Citizens Conducts Annual Fête

UNCHANGED in character, although growing more elaborate in detail, the Tournament of Roses has continued for nearly half a century a purely civic, non-commercial enterprise. Founded by one of Pasadena's early social organizations, the Valley Hunt Club, as a village fete of gay horsemen and rose-decorated carriages, the Tourna-

Post Parade—Charles A. Strutt, chairman; Stanley K. Brown, Charles Day, Elmer Wilson.
Street Decorations—C. W. Norris, chairman; Charles E. Everard, Paul F. Johnson.
Traffic—Lathrop K. Leishman, chairman; George S. Campbell, D. E. McDaneld, Robert M. McCurdy.
Trophies—Frank M. Brooks, chairman; C. Hal Reynolds,



OFFICERS and directors of the Tournament of Roses Association. TOP ROW, left to right: C. Elmer Anderson, Frank M. Brooks, secretary; George S. Campbell, vice-president; Cyril Bennett, president; William Dunkerly, executive secretary and manager; H. M. Cole Treasurer; Charles E. Everard. CENTER ROW, Lathrop K. Leishman, Harlan G. Loud; J. W. McCall, Jr., Robert M. McCurdy, D. E. McDaneld, Dr. Z. T. Malaby, Ray C. Maple, J. J. Mitchell, C. W. Norris. LOWER ROW, Grant Orth, C. Hal Reynolds, Stephen W. Royce, Dr. Russell E. Simpson, Charles A. Strutt, R. R. Sutton, Harry M. Ticknor, Max H. Turner, Carl G. Wopschall

ment has lived on as an expression of joy in flowers and as a symbol of climatic charms.

Tournament Association Formed

● The Pasadena Tournament of Roses Association was organized in 1895 to take over the management of the fete. This association has remained an independent body, devoted to its one purpose. Within recent years it has effected an arrangement of economy and convenience whereby it shares offices with the Pasadena Chamber of Commerce and shares also the services of William Dunkerley as manager and of other members of the Chamber of Commerce staff in the final weeks of preparation.

Throughout the years, many men and women have devoted themselves unselfishly and with high civic pride to the work of the Tournament of Roses Association. The president, Cyril Bennett, is one of those who has served the Tournament for many years and in many ways. The group of portraits on this page shows those who are officers and directors of the association for the current year.

Honorary directors are: Charles M. Coleman, W. F. Creller, Frank G. Hogan, B. O. Kendall, W. L. Leishman, D. M. Linnard, E. D. Neff, E. T. Off, George S. Parker, Jack F. Rissman, L. H. Turner, J. H. R. Wagner.

Standing Committees

● Others active in the association include the following on the various committees:

Parade—Lathrop K. Leishman, chairman; Harlan G. Loud, vice-chairman; Roy G. Christensen, E. J. Fairbanks, James K. Ingham, Dwight E. Keider, Harold M. Shafer, Charles A. Strutt, Max H. Turner, E. Felton Taylor.

Parade Participants—Dr. Russell E. Simpson, chairman; J. W. Charleville, Dr. J. Howard Furby, Tallman H. Trask, Cecil Martin.

S. W. Royce.

Tournament of Roses Ball—Ray C. Maple, chairman; D. J. McCunn, Robert M. McCurdy, Russell A. Stapleton, Elmer Wilson.

Broadcast—J. J. Mitchell, chairman; Robert M. McCurdy, C. Hal Reynolds.

Budget-Finance—George S. Campbell, chairman; A. E. Danielson, Wm. Dunkerley, D. E. McDaneld.

Censors—Max H. Turner, chairman; D. J. McCunn, A. R. Benedict, A. G. Marcus, George L. Schuler.

Decorating Places—R. R. Sutton, chairman; F. W. Birnie, Robert M. Lawson.

Distinguished Guests—George S. Campbell, chairman; H. M. Nickerson, H. M. Ticknor.

Tournament of Roses Entries—C. Elmer Anderson, chairman; Charles E. Everard, vice-chairman; Charles R. Seward.

Football—C. Hal Reynolds, chairman; J. J. Mitchell, Ray C. Maple.

Grounds—Grant Orth, chairman; William L. Leishman, L. H. Turner.

Judging—Harlan G. Loud, chairman.

Music—H. M. Cole, chairman.

Marshals and Aides

● Capt. J. W. McCall, Jr., chief of staff; Capt. Robert M. McCurdy, adjutant; Floyd L. Hanes, George Lind, Richard W. Bailey, Thos. R. Lee, Lt. Col. C. C. Stokely, aides.

First Division—A. W. Anderson, marshal; Leon Kingsley, E. A. Daniell, E. E. Lyman, aides.

Second Division—Harold C. Schaffer, marshal; R. Vogeley, F. R. Hart, J. B. MacGregor, Clark E. Ives, aides.

Third Division—Clyde K. Warren, marshal; Geo. H. Hazeltine, Wm. E. Alworth, Jay Jones, Jerry Glass, aides.

Fourth Division—William P. Welsh, marshal; Carroll Ridgeway, F. M. Agar, H. Deley, aides.

Fifth Division—Harold P. Huls, marshal; Ed. O'Brien, W. D. Lucas, T. C. Evans, aides.

Tournament Visitors Welcomed to City of Homes

By W. L. BLAIR
Managing Editor of The Pasadena Post

THREE little illustrations on this page tell in tabloid form much of the story of the attractions of Pasadena which on New Year's day welcomes visitors to the Tournament of Roses. The home, the school and the church are more than mere architectural features of the city. They represent fundamentals of the community life.

Orange Growers Start Community

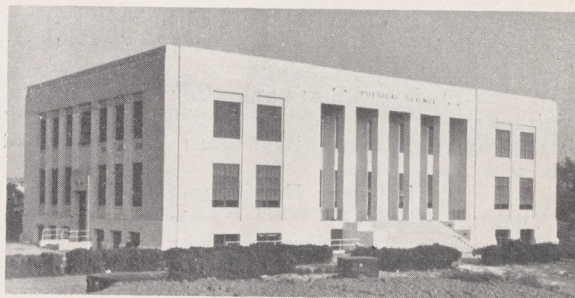
● Pasadena was founded in 1874 as a colony of orange growers. It developed into a village of homes, and in 1886 it was incorporated as a city. Last June the fiftieth anniversary of the municipality was observed, the chief feature of that observance being



college, a technical high school, five junior high schools and twenty-five elementary schools. The extensive building program of the last two years has transformed and modernized this system. The junior college, with its three large, new buildings and numerous auxiliary buildings, provides for the education of 4000 young people, more than half of whom are enrolled in what corresponds to the first two years of work in the standard college. Numerous private and parochial schools of high standing also cater to the educational needs of youth.

Institute Is World-Famous

● Most famous of Pasadena's educational institutions is the California Institute of Technology, a



a pageant presented in the Rose Bowl in connection with the graduation exercises of all the secondary schools of the city. The Pasadena Star-News, established just before the city was incorporated, observed its fiftieth anniversary at the same time by issuing a pictorial and historical edition, copies of which were read in every state of the Union and in nearly every country of the world.

Pasadena Has Charm of Homes

● Beautiful and pleasant homes, surrounded by flowers and shrubs and trees, have been typical of Pasadena from the beginning. The larger residences have been pictured and admired, but after all, most of the homes are of modest size. Their beauty is in their hominess and in their garden setting. Within the year 1936 many new houses have been built in Pasadena and in the attractive residential areas adjacent to the city. This resumption of building activity, after the lull of several years throughout the country, has made it certain that Pasadena will continue to retain its fame as the city of beautiful homes.

School System Is Complete

● The schoolhouse typifies another important phase of Pasadena life. The public school system consists of a junior

great center of instruction and research in the sciences and engineering. Three of the Institute's staff have won the world-coveted Nobel Award in science, and many of its faculty and graduate students are distinguished. (Continued on Next Page)

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PASADENA
 upon another magnificent
TOURNAMENT OF ROSES

Tournament Visitors Welcomed to City of Homes

(Continued from Preceding Page)

guished far beyond the borders of the country. California Institute's newest place in the sun is as the institution in charge of the 200-inch telescope. The telescope, now in process of construction, will be erected on Palomar Mountain in San Diego County. The headquarters and laboratories of the project will be maintained on the Institute campus, where the great disc is now being ground.

Observatory on Mountain Top

● Closely associated in the public mind with California Institute, but long antedating it in fame, is the Mount Wilson Observatory. The offices and laboratories of the observatory are in Pasadena, and the instruments are on the nearby mountain peak. The observatory is an institution of pure research. Its 100-inch telescope is the largest now in use.

A third institution, younger but scarcely less distinguished, is the Henry E. Huntington Library and Art Gallery, situated in the City of San Marino, adjoining Pasadena on the southeast. Many of the world's rarest book treasures are housed there.

Within a radius of thirty miles from Pasadena are situated eight of the leading colleges and universities of a state which has become known for its interest in general and higher education.

Pasadena Has Many Churches

● Typical of Pasadena also is the church. Church buildings,

it is often said, dominate the local architectural scene. Many of these buildings are notable for their size and beauty. All of the well known denominations are represented in Pasadena, some of them by as many as four or five church edifices. Distinguished clergymen and devoted parishioners have made the religious influence felt strongly throughout the years of Pasadena's growth.

Hotels Take First Rank

● But it would be a mistake to believe that Pasadena is wholly a city of homes and schools and churches. Indeed, the city's growth as a business center has been no less notable than its growth in these other fields. First in rank, perhaps, are its great hotels, operating throughout the year. Pasadena has always had, and will always welcome, its tourists and its winter residents. The hotels have brought most of them here, and thousands have come again to buy or build their own homes.

Pasadena's modern business section offers everything the markets of the world can supply. Its banks, office buildings, department stores, markets and specialty shops are a delight to resident and visitor alike. A number of light industries have been established here successfully, but Pasadena's principal relationship to the industrial world is found in its convenient proximity to the rapidly growing eastside

(Continued on Next Page)

SCHOOLS AND COLLEGES

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Visitors Welcomed

(Continued from Preceding Page)

industrial district of Los Angeles. This proximity has augmented the growth of the entire residential area stretching from Altadena and Sierra Madre through Pasadena, San Marino and South Pasadena to Alhambra and other valley communities.

Organizations Thrive in City

● Pasadena is fortunate in the number and strength of its civic, social, fraternal and business organizations, all of which have maintained a constant interest in one important phase or another of community life.

A new institution just established in Pasadena is the Huntington Memorial Hospital, which has taken over the established Pasadena Hospital and will make it a center of training and research as well as increasing its facilities for the care of the sick. The endowment was created by the late Henry E. Huntington.

Pasadena as a municipality has three notable buildings in its civic group, the City Hall, Public Library and Civic Auditorium. The auditorium has become a center for conventions, large and small.

The Pasadena Community Playhouse is known as one of the leading "little theaters" of the world.

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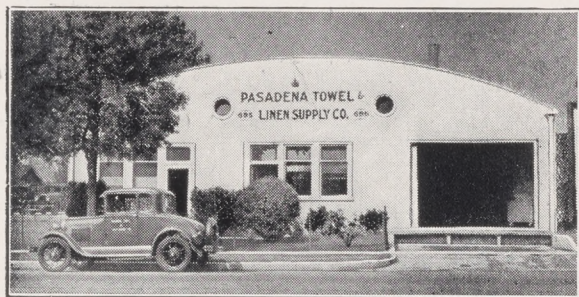
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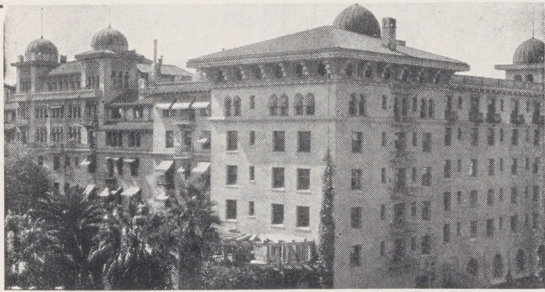
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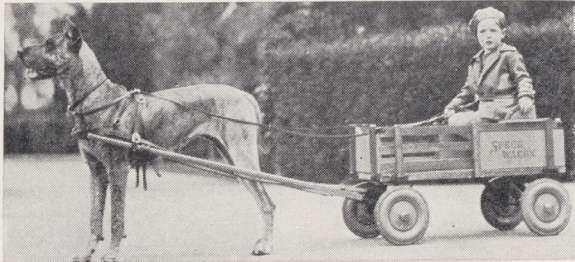
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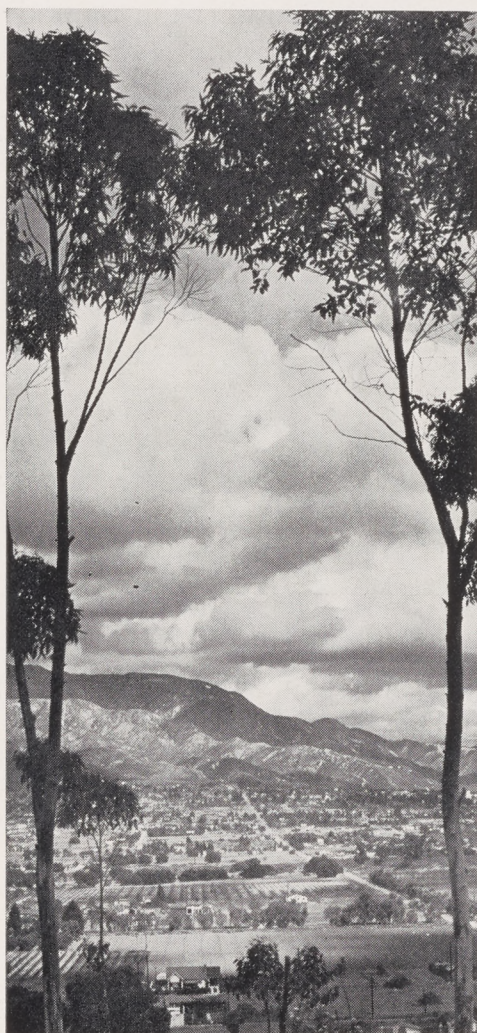
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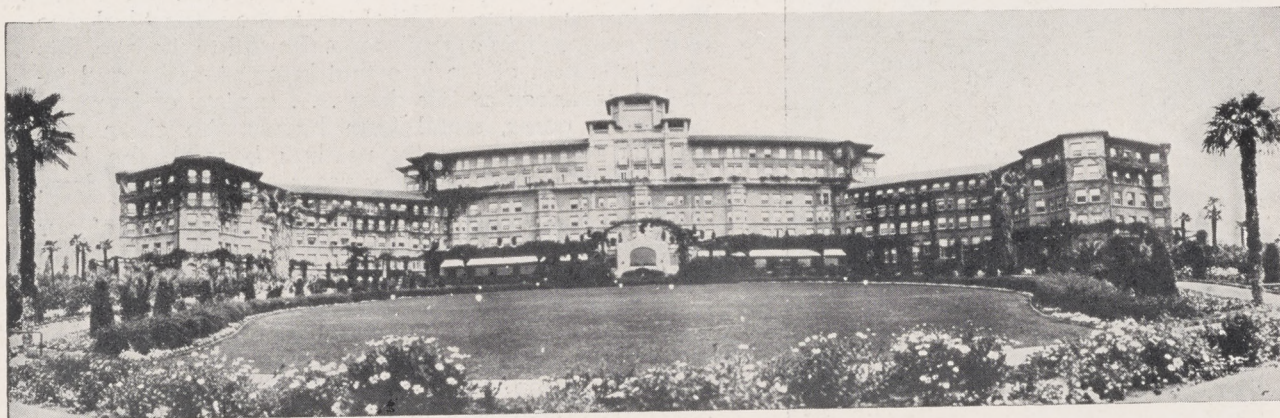
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